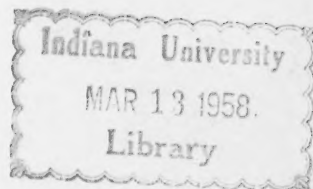
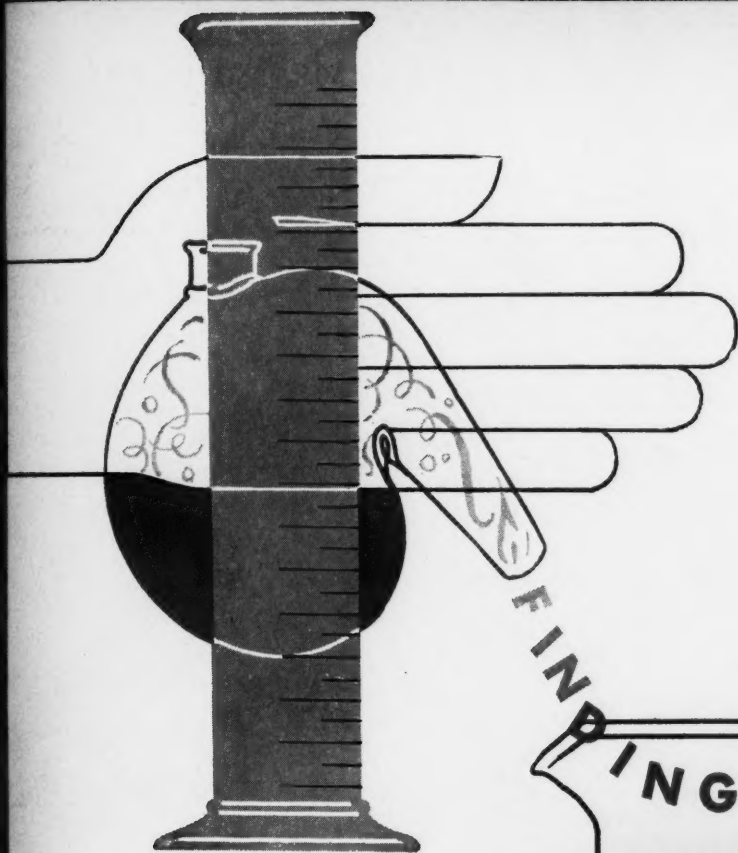


# Provisioner

Longest Publication in the Meat Packing and Allied Industries Since 1891



## FINDING BETTER WAYS

Our unceasing search for better ways to cure, flavor and season meats, has led to many notable advances in food technology.

The scientific know-how gained in our research activities over the years, and our long experience in meat processing methods and techniques, are at the service of the meat industry.

### PRESERVALINE

MANUFACTURING COMPANY  
FLEMINGTON • NEW JERSEY

CANADIAN DISTRIBUTOR: Montour, Ltd., Montreal 10

SINCE 1877 ... HOME OF PRESCO PRODUCTS

➔ Don't let your competition beat you to the punch

...Order a **NEW** Buffalo  
**"DIRECT CUTTING"  
CONVERTER**

today!

- Reduce your cutting time up to 50%
- Save on operating and labor costs
- Get finer texture and higher yield

Revolutionary New  
Model 86-X "Direct  
Cutting" Converter.  
Capacity 750 to  
800 pounds.



The Secret is in the  
exclusive new Buffalo knife design which  
operates at tremendously increased speed.

● Your competition may be planning at this very minute to use this newer method.  
Some already have. You can't beat this competition with yesterday's machinery. Write or call us direct  
or see your Buffalo representative about a "Direct Cutting" Converter. **DO IT NOW!**



The Leader in Sausage Machinery  
Design and Manufacture  
for 90 Years

# Buffalo

JOHN E. SMITH'S SONS CO., 50 Broadway, Buffalo 3, N. Y.

Sales and Service Offices in Principal Cities

as finely  
**balanced**  
 as a great symphony



Under the baton of the maestro, the brass, strings, woodwinds, percussion instruments — all are perfectly tone balanced and blended. Similarly, under the strict control of Heller laboratories, the world's choicest spices and essential oils are perfectly flavor balanced and blended.

# Premier

FRANK and WIENER

## SEASONINGS

More than 90% of America's most successful sausage kitchens combine four or more of just ten spices in their Frank and Wiener Seasonings. Heller presents the twenty basic formulas — in perfect flavor balance — which contain combinations of these ten spices used by 76%

of these outstanding kitchens. . . . Whether you prefer natural spice, soluble or the semi-soluble, . . . Heller's twenty Premier Frank and Wiener Seasonings provide you with perfectly balanced flavor — a new measure of taste and sales appeal, in every price range.

*For complete details and free usable samples, ask your Heller representative.*



# B. HELLER & COMPANY

CALUMET AVENUE at 40th STREET • CHICAGO 15, ILLINOIS

*Serving the Food Industry Since 1893*

**YOUR PRODUCT IS FRESHER, YOUR DRIVERS  
NEATER, YOUR OPERATING COSTS LOWER...**



# with truck refrigeration — electrically powered by General Electric components

## CLEAN, CONSTANT 24-HOUR COOLING REDUCES SPOILAGE AND MESS, CUTS OPERATING COSTS

Your customers don't *care* how fresh your product was when it left the plant—it's judged by how it looks when it's delivered! And what a contrast between perishables hauled around in a wet, messy, hot-and-cold-running truck, and that delivered from the clean, *constant* cold of an electrically refrigerated truck!

All-electric truck refrigeration powered by G-E components adds extra value to your product and extra profits to your business because of:

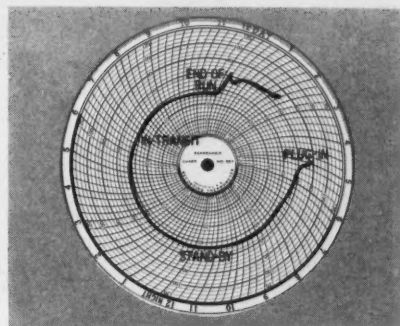
**DRY, CONSTANT, 24-HOUR COOLING.** Because the all-electric system operates at full capacity over the entire truck engine speed range, temperature *stays* steady—regardless of outside temperature, idling time, or normal door openings and closings. There's no moisture to create a mess and hurry spoilage. And plug-in cooling during off-hours permits night loading—makes your truck a "cold-storage warehouse on wheels."

**LOWER OPERATING COST.** Lightweight (about 700 lbs. lighter than a cold-plate system, for example) and small size mean you carry a larger payload, extend truck body and tire life, and get increased gas mileage. In addition, you avoid truck body rust and reduce spoilage. Your routes can be longer, your products fresher, your drivers neater, your delivery costs lower because of clean, constant *all-electric* cooling.

Can you afford to overlook *all-electric* truck refrigeration? Three-quarter to three-ton systems are available. For free bulletin and a list of system manufacturers, send in the coupon today!

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



**CONSTANT COOLING** is shown in this actual chart, recorded on a July day which reached 96° F. Truck temperature remained at or below 40° F throughout the entire run.



**INCREASED PAYLOAD** due to compact system amounted to ten extra milk-cases at one dairy. Added profits: \$4 a day. Savings included a \$65 lower vehicle license fee.

IMPROVED G-E COMPONENTS MAKE ALL-ELECTRIC TRUCK REFRIGERATION BETTER THEN EVER



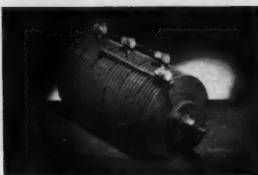
ALTERNATOR



FAN AND COMPRESSOR MOTORS



REGULATOR



RECTIFIER

FOR MORE INFORMATION...

General Electric Company  
Section A634-16, Schenectady, N. Y.

Please send me Bulletin GEA-6084A on all-electric truck refrigeration and a list of system manufacturers.

NAME .....

TITLE .....

COMPANY .....

STREET .....

CITY ..... STATE .....



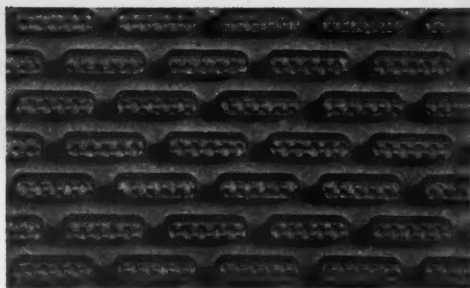
**STEEP GRADE CONVEYOR BELTING**



## Whatever became of Gravity?

It's hard to believe that these cartons are not nailed down to the U. S. SteepGrade Belts, so steep is the angle of descent. The scene is the American Can Company's plant in Baltimore, Md., and these light, smooth-finished cartons are being carried at an angle of 45 degrees—with *no slippage*. The sharp angle is necessary because existing floor beams and walls limit the space.

Before the installation of U. S. SteepGrade Belts (there are 10 in all) the cartons went down chutes. This often



Exclusive "gripper cleat" construction means the cleats are *not* attached or cut in; they are *molded*—a true and integral part of the belt—and cannot be torn off by heavy boxes.

caused pile-ups at the bottom, with spilled cans, broken cartons and lost tempers. But SteepGrade now offers controlled descent, with cartons evenly spaced. Exclusive "gripper cleat" construction holds the cartons firmly—even at steep, gravity-defying angles—thereby saving valuable floor space, conveyor length and belt footage.

This belting—plus expert engineering service—is available at your local "U. S." Distributor, or write us at Rockefeller Center, N. Y. 20, N. Y. In Canada: Dominion Rubber Co., Ltd.



Mechanical Goods Division

# United States Rubber

See things you never saw before. Visit U. S. Rubber's New Exhibit Hall, Rockefeller Center, N. Y.

**a  
penny  
saved...**



## **is a dollar earned**

In the average plant of the meat industry today, it takes \$100 in sales to earn one dollar; so every cent you can save on operations is as good as a dollar in increased sales.

FOOD MANAGEMENT engineers—fully experienced in all operations from kill floor to shipping dock—can show YOU how to make these savings that are worth 100 times their equivalent in sales.

### **Whatever your problem**

Methods & Time Studies  
Labor Yield Controls  
Material Yield Controls  
Department & Sales P & L's  
Master Plans for Expansion  
Organization Development

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Design  
Packaging Processes &  
Package Design  
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Job Evaluation

Production Controls  
Materials Handling  
Methods Analysis  
Cost Controls  
Crew Balance  
New Plant Engineering  
& Construction

You can put money in the bank—the 100 cent dollar savings—when your operation is . . .

**. . . profit planned by**



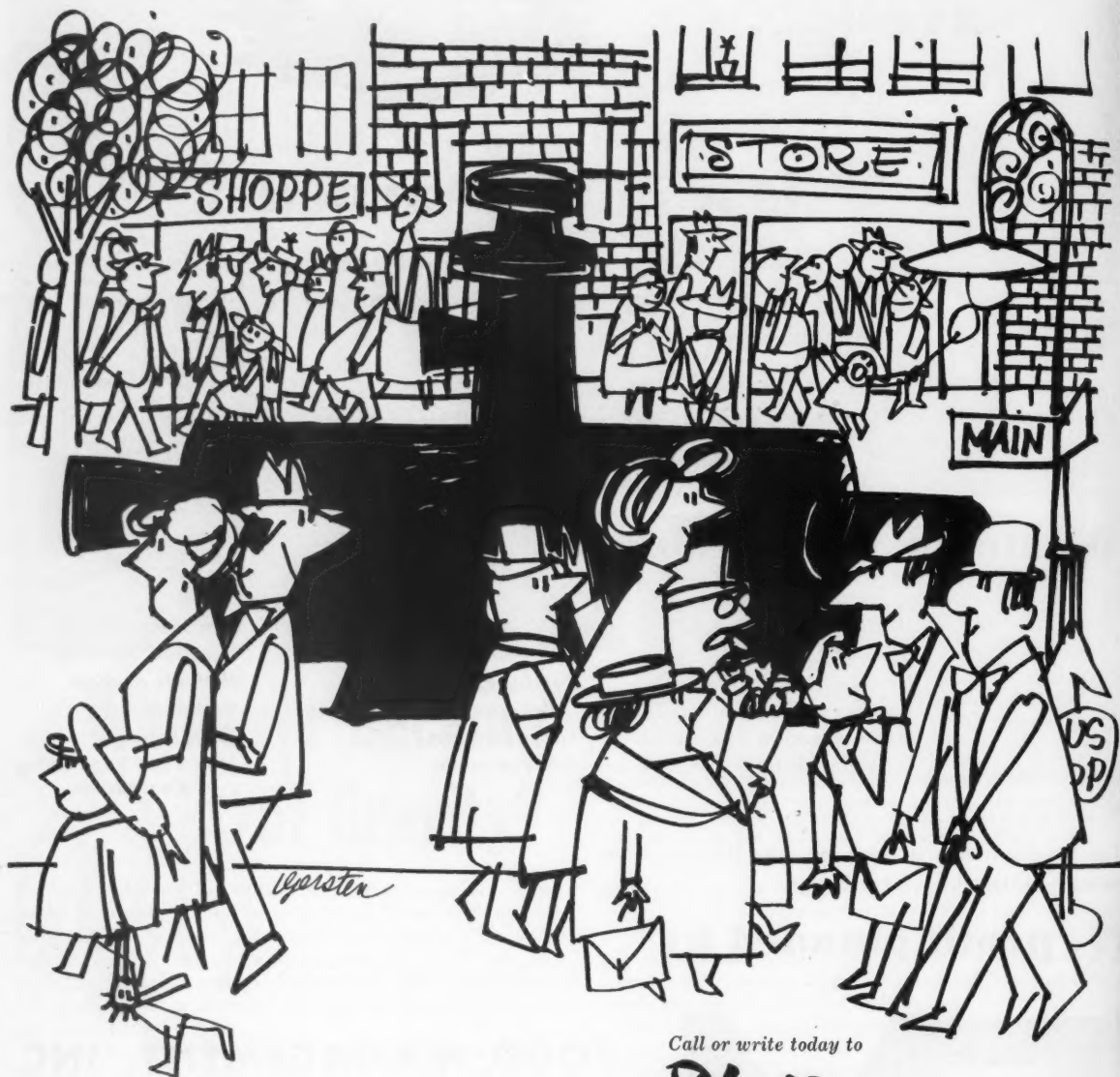
**FOOD MANAGEMENT, INC.**

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Cincinnati 36, Ohio  
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## IT'S A NICE TOWN...WHEN YOU COOK WITH ALAMASK®

Your cookers could be right in the middle of Main Street for all any nose could tell — once an Alamask is added. Alamasks are re-odorizing chemicals for every essential industry with *non-essential* odors. Alamask neutralizes foul odors, has been doing it for years and the rendering industry is no exception.

Take a good, hard, objective look at your plant, your prestige and your future in the community. Consider the population pressures and new zoning laws. It's easy to let Rhodia know about your odor problem. Rhodia has heard a lot like it before and can be a real help to you *now*. Others have seen their problems solved quickly, simply and *economically*.



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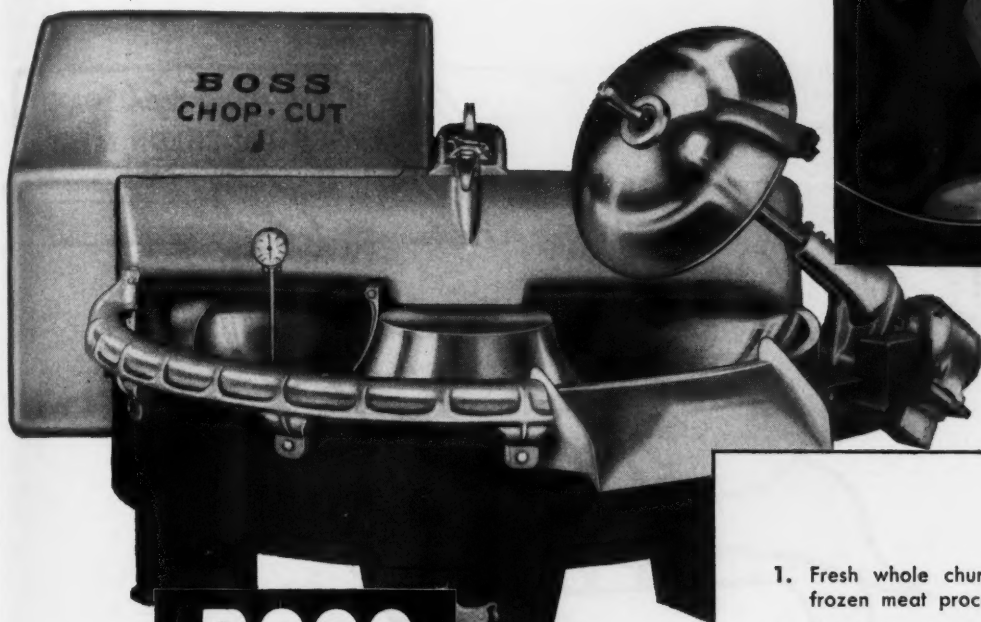
**Rhodia** INC.

60 East 56th Street, New York 22, N. Y.  
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Grind the nub when you sharpen the knife and maintain accurate clearance between knife and bowl.



25775

# BOSS J CHOP-CUT

"the sausage meat cutter that can't throw knives"

Increases capacity in relation to bowl size, power demand, and time cycle. Produces tender, juicy sausage of high moisture content and higher profit potential.

## BOSS J CHOP CUT

— See it soon . . . and make your own comparison with other machines offered for the same type of work. (We will furnish a list of satisfied users . . . many in your own area.)

## WE PREDICT

that you will evolve a whole new set of standards for the preparation of your sausage emulsions.

## WE PREDICT

that you will buy the cutter that "can't throw knives."

THE *Cincinnati* BUTCHERS' SUPPLY COMPANY  
CINCINNATI 16, OHIO

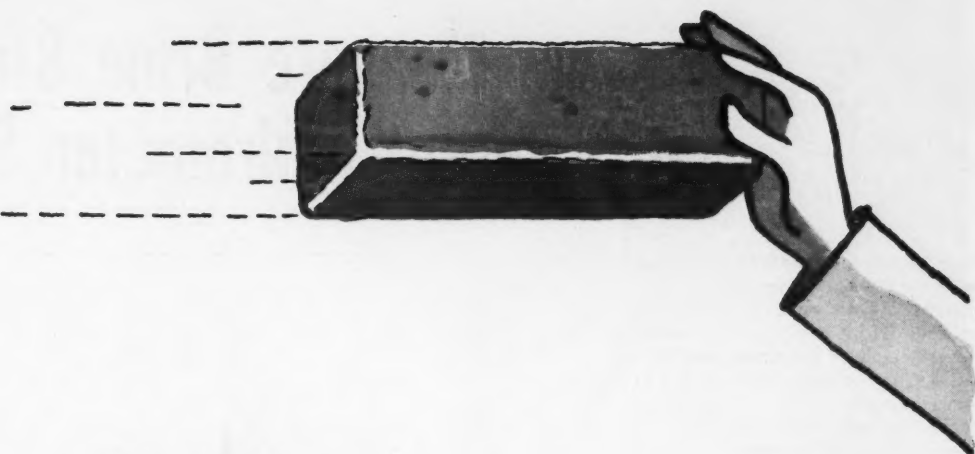
1. Fresh whole chunk or sliced frozen meat processed.
2. Heavier construction adds stamina.
3. Higher speeds increase capacity.
4. Bowl revolution counter increases product uniformity.
5. Extremely low temperature rise imparted.
6. Stainless steel knives.
7. Patented design prohibits "throwing" of knives.
8. Integral nub maintains accurate knife-bowl clearance.
9. Size 56 provides 8 knives, 350# capacity — 50 H.P. motor.
10. Size 70 provides 12 knives, 700# capacity — 100 H.P. motor.
11. BOSS unloader empties bowl in 30 seconds.
12. Prompt shipment.
13. Chop-Cut machines of earlier manufacture may be converted.



# nothing sells



# s like convenience



## ...and Canco's No-Stick cans are proving it!

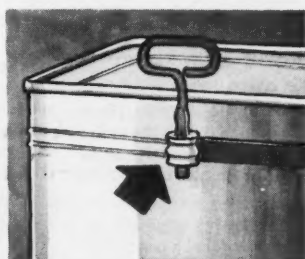
Everyone values the exceptional convenience offered by Canco's amazing No-Stick cans. That's why they've been so widely accepted, so quickly acclaimed—in homes, restaurants, cafeterias, institutions. Make sure *your* brands have the important selling advantages provided by these advanced containers. Talk to the man from Canco today!



Pullman hams—luncheon meats g-l-i-d-e right out—no prying or shaking!



Even whole hams can't stick—housewives are amazed and delighted!



New "self-tracking" tear strip can't spiral—makes opening easier than ever!

# American Can Company **CANCO**

# Using Salt Efficiently

by INTERNATIONAL SALT COMPANY, INC.



## How to Measure Brine Strength on Different Hydrometer Scales

The most common method of measuring brine strength in industry is to use some type of hydrometer. Every hydrometer sinks into a liquid until it has displaced a weight of the liquid equal to its own weight. The scale divisions on a hydrometer are not usually of equal length, since the volume of displaced liquid increases as more of the stem is immersed.

Using a hydrometer is a relatively simple process—but reading the hydrometer scale is complicated by this fact: the scale may vary from plant to plant because hydrometers may be used to measure strength of other liquids, as well as salt brine. To help clear up any possible confusion, here are an explanation and a comparison of the five most common hydrometer scales used for measuring brine strength.

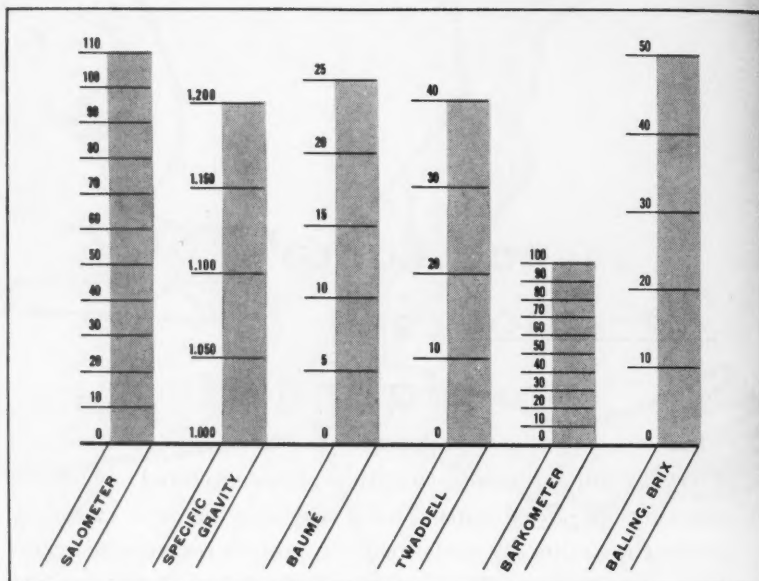
**SALOMETER SCALE.** This is by far the most common of all the hydrometer scales used for testing brines. The scale indicates directly the per cent saturation of the brine, reading 0° S. in pure water, and 100° S. in fully saturated brine. The salometer uses the values of Gerlach, meaning that 100% saturated brine contains 26.395% salt by weight. Each salometer degree, then, represents 0.2639% salt.

The salometer reading expresses the per cent of saturation. Thus, a brine of 40° S. strength is 40% saturated, and contains 40% of 26.395%, or 10.558% salt by weight.

**SPECIFIC GRAVITY SCALE.** This reads the specific gravity of the brine directly. These hydrometers may be obtained with the entire length of scale covering a limited range of specific gravities, thus permitting great accuracy.

**BAUMÉ SCALE.** This scale was originally intended to have each degree equal a per cent of salt in the brine. But this is now only a rough approximation. The Baumé scale reads 0° Bé. in pure water, 24.6° Bé. in fully saturated brine. Also, a factor of "modulus" is needed to translate degrees Bé. to specific gravity, since the scale divisions are of equal length. This modulus has been standardized at 145, so that degrees Bé.=145-145/sp.gr.

**TWADDELL SCALE.** Named after its inventor, the Twaddell scale reads 0° Tw. in pure water, 40.8° Tw. in fully saturated brine. Each increase of 0.005 in specific gravity causes 1° increase on the Twaddell scale. Thus, the



COMPARISON OF COMMON HYDROMETER SCALES

(Chart gives quick, visual relationships of readings on the salometer scale to readings on other scales.)

number on the right of the decimal point of the specific gravity, divided by 5, is the degrees Tw. For example: 1.140 sp.gr. is 140/5, or 28° Tw.

**BARKOMETER SCALE.** Used extensively for testing tanning liquors, the Barkometer scale reads 0° Bk. in distilled water, and 204° Bk. in fully saturated brine. Each increase of 0.001 in specific gravity causes 1° increase on the Barkometer scale. Thus, the number on the right of the decimal point of the specific gravity is the degree Bk. For example, 1.025 sp.gr. is 25° Bk.

The hydrometer scales described above are usually calibrated for brines at 60°F. temperature. When testing brines at other temperatures, it's necessary to make certain corrections... or to use a specially designed hydrometer. You can get a table

showing proper temperature corrections, plus other data on measuring brine strength, from International Salt Company.

Using salt in its many industrial applications calls for technical knowledge and experience. International Salt Company has both—plus a continuing program of research and development in salt. These things can be put to work for you... in your plant... to help you get the most out of the salt or brine you use.

### INTERNATIONAL SALT CO., SCRANTON, PA.

Sales Offices: Atlanta, Ga.; Chicago, Ill.; New Orleans, La.; Baltimore, Md.; Boston, Mass.; Detroit, Mich.; St. Louis, Mo.; Newark, N. J.; Buffalo, N. Y.; New York, N. Y.; Cincinnati, O.; Cleveland, O.; Philadelphia, Pa.; Pittsburgh, Pa.; Memphis, Tenn.; and Richmond, Va.

Service and research  
are the extras in

## STERLING SALT

PRODUCT OF INTERNATIONAL SALT COMPANY, INC.



## 22 minutes, 6 bolts, and she's ready to roll!

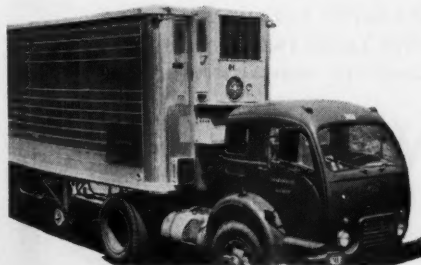
It never takes long to repair a Thermo King unit. Rigs roll in—we fix 'em right quick, or put in a fast replacement. And out they go, sometimes in minutes.

No need to disturb the cargo. No waiting for parts. No long replacement worries. You won't believe it, but we can change out a whole unit—from the outside—by just unscrewing 6 bolts!

Service is a big thing with Thermo King. It's the only outfit in the business that backs you up

with service all over the country. You can find a Factory Authorized Service station like ours along every truck route in the States and Canada. And besides that, a fleet of Thermo King station wagons with engineers will help you out of a rough spot in an emergency day or night.

Like I learned back at the factory school: Thermo King truck refrigeration units are the best in the world. A supply of factory parts and guys like me help keep them that way.



# THERMO



# KING

44 South 12th Street

Minneapolis 3, Minnesota

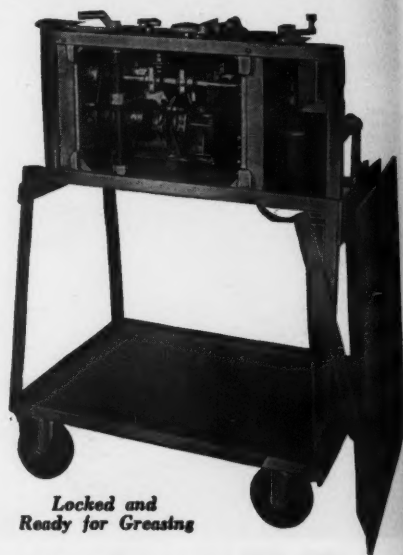
British Commonwealth: Canadian Thermo Control Co., Ltd. Montreal, Quebec

# Use a "TILT-TOP" TRUCK with your TY LINKER

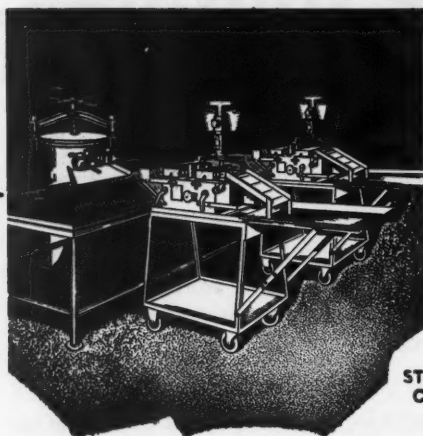
**COMPLETE HANDLING OF PRODUCT FROM  
STUFFER TABLE TO SMOKE STICK**



*Locked and  
Ready for Operation*



*Locked and  
Ready for Greasing*



**STAINLESS STEEL  
CONSTRUCTION  
THROUGHOUT**

- INCREASES TIME AND LABOR SAVINGS
- CORRECT HEIGHT FOR EFFICIENT FEEDING
- IDEAL FOR MULTIPLE MACHINE OPERATION
- BETTER ACCESSIBILITY TO ALL PARTS FOR EASY CLEANING AND LUBRICATION
- EASY ONE-HAND MOTION FOR MACHINE TILTING
- CONVENIENT, ADJUSTABLE EXTENSION PAN
- TY LINKER SECURELY BOLTED AND CRADLED
- BOTTOM SHELF FOR TOOLS AND PARTS
- PERFECT FOR PERMANENT LOCATION

- SELF-LOCKING DEVICE FOR SMOOTH TILTING
- EQUIPPED WITH LARGE SWIVELED CASTERS
- SIZE—48" LONG—33" HIGH—24" WIDE

## LINKER MACHINES, INC.

39 DIVISION STREET

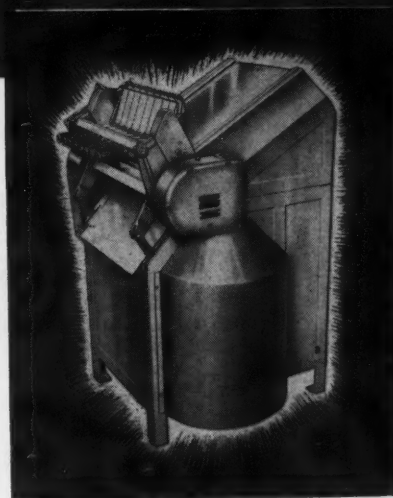
NEWARK 2, NEW JERSEY

OVER 3000 TY LINKERS IN DAILY OPERATION

increase your  
**PROFITS**

with the  
improved  
**TOWNSEND**

**Bacon Skinner**



To increase profits under today's competitive conditions, requires the most modern equipment — equipment like the improved Model 52A Townsend Bacon Skinner.

On this machine, the mechanism has been greatly improved to hold maintenance to a minimum. The new feeding arrangement helps reduce the human element by automatically feeding the bacon slab at exactly the right instant. This increases production, reduces trimming and hence improves the yield.

No other method approaches the Townsend for close-cutting, high-yield performance. From bellies of any average, Townsend assures 1% higher yield — and frequently delivers as high as 3%.

Write for complete information. And also ask about the Townsend Pork-Cut Skinner and the Townsend Ham Fatter — a team that brings you extra profits.

**TOWNSEND**

**ENGINEERING COMPANY**  
2421 HUBBELL AVENUE, DES MOINES, IOWA



How To Make Your Meat

*Show-off  
in the Showcase!*

*When Your Meat Looks Its Best,  
It Sells Faster,  
Stays Saleable Longer*

# Use Pfizer Isoascorbic Acid

## The Low-Cost Way To Curb

## Color Fading, Reduce Smokehouse Time



The sales-appeal of the processed meat in any retail showcase hinges importantly on its eye-appeal to the shopper. That means *color*!

Today, it's easy for you to avoid the sales handicap of color fading due to time and other factors such as fluorescent lighting. Pfizer offers low-cost, easy-to-use Isoascorbic Acid and Sodium Isoascorbate for this protection.

A few ounces of Isoascorbic Acid or Sodium Isoascorbate assures long retention of the appetizing color that lures the shopper to *your* processed meats.

Isoascorbic Acid is added during the chop to such products as franks, bolognas and luncheon meats—sprayed on pre-sliced ham and bacon. Sodium Isoascorbate is added to whole hams during the pump pickling operation.

Protect your meat sales with Pfizer Isoascorbic Acid or Sodium Isoascorbate.



*Quality Ingredients For The Food Industry  
For Over A Century.*

**CHAS. PFIZER & CO., INC., Chemical Sales Division**

630 Flushing Ave., Brooklyn 6, N. Y.

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# How to get more PRODUCTION



REX CHABELCO STEEL  
CUTTING TABLE CHAIN  
WITH "K" ATTACHMENT



## ...from your processing conveyors

Take your cutting and inspection tables, for example. Premature chain failure is one of the greatest causes of lost production in today's automated meat processing. Here's what you can do to turn that lost production into a profit operation: Switch from old-fashioned, short-lived cast roller chains to Rex Chabelco Steel Roller Chains.

Developed especially by CHAIN Belt for table operations, these long-lasting steel chains will eliminate lost production due to chain breakage... cut that high-cost maintenance. Here are a few of the many cost-cutting advantages these chains give you:

- Rex Chabelco is a stronger chain... a hardened steel chain. Its wear life is much longer than the chain you are now using.

- Rex Chabelco operates more smoothly than cast chain.
- Attachment holes can be spaced to suit your existing equipment.
- Smooth steel chain surfaces are easy to clean... stay cleaner.
- The number of sizes and types of replacement chain you need to inventory is greatly reduced ...five Chabelco chains will replace the large number of cast chains now being used.

For complete information on these new chains, see your nearby CHAIN Belt Distributor or write directly for your copy of informative Bulletin No. 5768. CHAIN Belt Company, 4635 W. Greenfield Ave., Milwaukee 1, Wis.

# CHAIN BELT

TABLE CHAINS • OVERHEAD CONVEYOR CHAINS • PACKAGE CONVEYOR CHAINS, PULLEYS AND IDLERS • BUCKET ELEVATORS  
WASTE TREATMENT EQUIPMENT



## Sold – and Still Selling

The buy appeal of scientific design and colorful printing on your package can make the impulse sale *and* keep right on selling your brand in the home. But to do the *complete* selling job of building brand loyalty and making repeat sales, your wrapper must protect your frozen food product by sealing and preserving all its flavor and freshness.

Western-Waxide's excellence in the graphic arts combined with its packaging research and development laboratories can create a wrapper that will do a *complete* selling job for you. There's a Western-Waxide representative near you. Call him now.

Increased Sales  
...by Design!

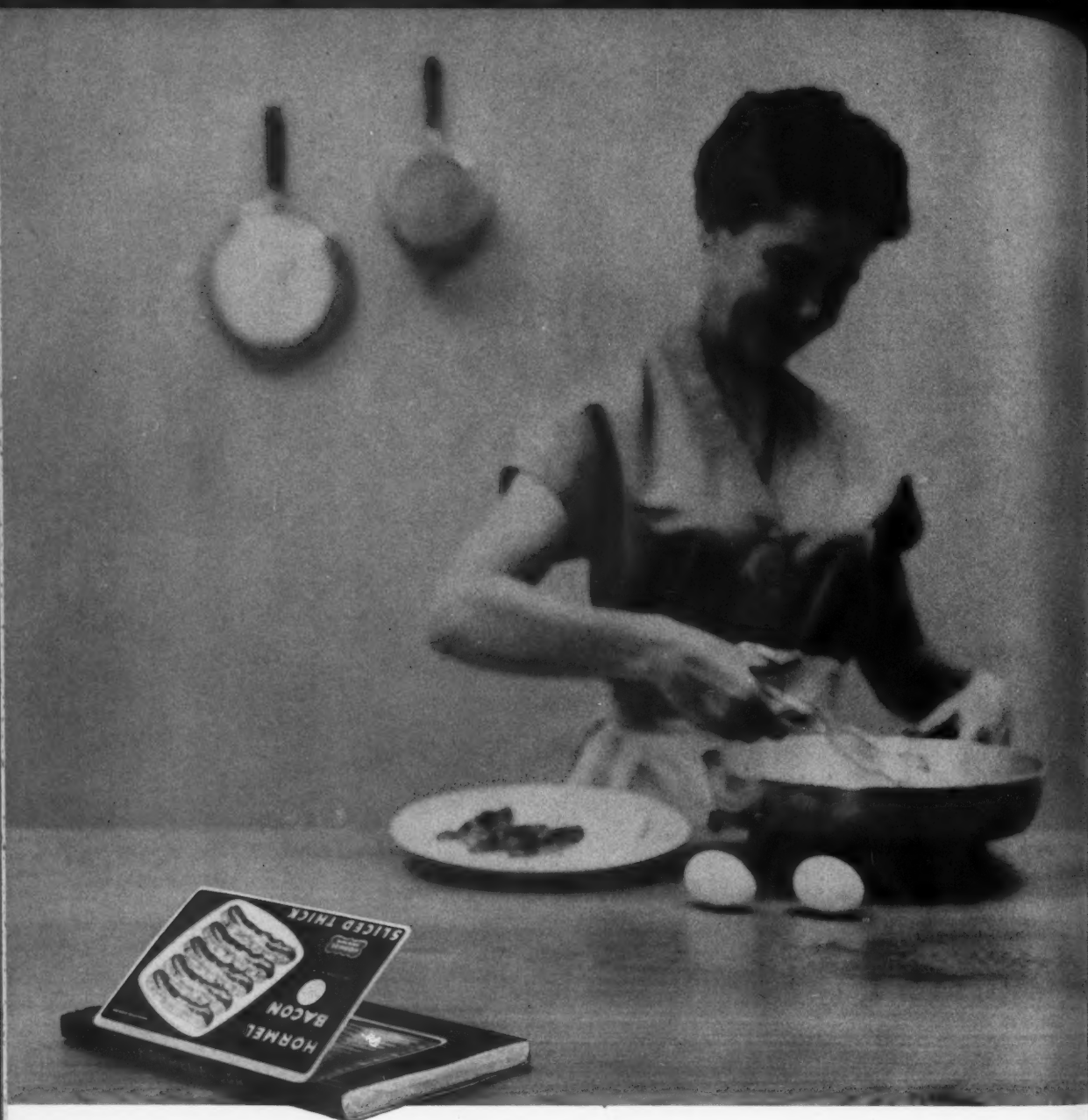


**CROWN ZELLERBACH** WESTERN-WAXIDE DIVISION

Headquarters Office: 2101 Williams St., San Leandro, Calif. • Plants and Sales Service Offices in Principal Cities of the United States

Manufacturers and converters of plain and printed waxed paper • foil • foil laminates • polyethylene coated paper and poly-film laminates • films • bags • pouches and other specialized flexible packaging materials

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**Here's why this package sells twice**

## **IN THE STORE . . . AND IN THE HOME**

The Mullinix bacon package "billboards" your brand at the point of sale. And, because the Peek-A-Boo® flap protects your bacon from damaging light rays, its fresher color urges the shopper to buy and taste the difference she can see.

But the Mullinix package keeps right on selling in the home. Housewives like the way it takes up less room in the refrigerator and eliminates the old fashioned, messy way of opening and closing. And, because the last slice tastes as good and fresh as the first, repeat sales are yours.

Get the full story of how Mullinix Peek-A-Boo bacon packages have increased sales everywhere. There's a Western-Waxide representative near you . . . call him today.

*Increased Sales  
...by Design!*



**CROWN ZELLERBACH WESTERN-WAXIDE DIVISION**

Developers and manufacturers of Mullinix Peek-A-Boo packages

Headquarters Office: 2101 Williams St., San Leandro, Calif. • Plants and Sales Service Offices in Principal Cities of the United States

# "U. S. AUTOMATIC SLICING MACHINES give us the advantage of LOW-COST SLICING METHODS..."



Battery of U. S. Berkel 170-SS Automatic Slicer-Scalers used here in combination with automatic over-wrap packaging machine.

—says leading packer R. C. Briggs, BRIGGS and COMPANY, Washington, D. C.,  
users of U. S. Automatic Slicing Machines since 1921!

"For many years," Mr. Briggs said, "we used a single U. S. machine for custom-slicing of special orders. With the advent of prepackaged cold cuts, the Briggs Company installed a production line for volume slicing, using U. S. Automatic Slicing Machines in combination with a vacuum packaging unit. Then, to meet the increased demand for Briggs' sliced, ready-to-serve meats, we recently added a second line of U. S. Berkel Model 170-SS Slicer-Scalers for automatic slicing, stacking and weighing, for use with an automatic wrapping machine of the over-wrap type. Thus, the Briggs Company has the advantage of low-cost slicing methods combined with two popular types of packaging."

Learn how the U. S. Model 170-SS and other U. S. automatic slicing machines can help you get higher production of sliced meat packages at far less cost. Call your U. S. representative — or send coupon!



Other Briggs' production line features U. S. Automatic Slicing Machines in conjunction with automatic vacuum packaging machine.



The VOLUME-RATED line  
of food machines and scales

..... OUR 60th YEAR .....

U. S. SLICING MACHINE COMPANY, INC., 331 Berkel Bldg., LaPorte, Indiana

Rush complete information on ☐ U. S. Model 170-SS Automatic Slicer-Scaler  
☐ U. S. Model 170-GS Automatic Slicer ☐ New U. S. Interleaver.

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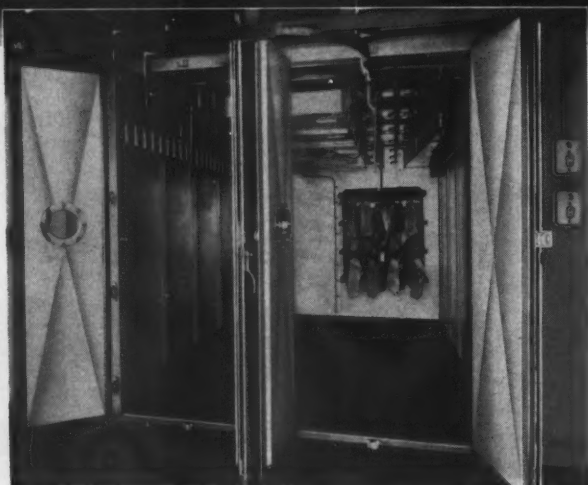
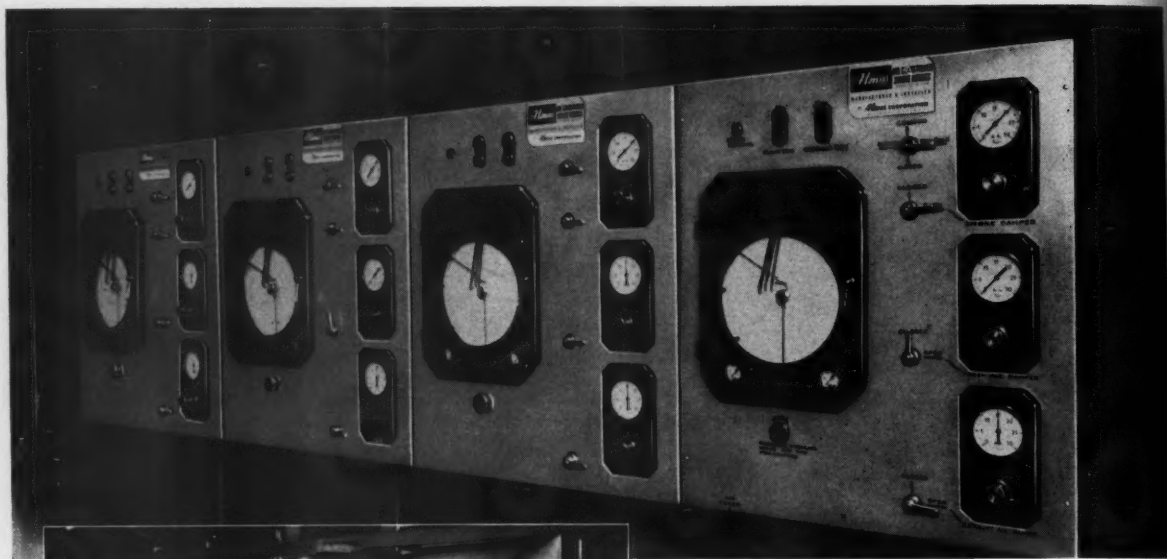
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# ATMOS

**ATMOS features "fingertip" control  
of all conditions in the smokehouse  
from a central control panel.**



**The "ATMOS SYSTEM" is simple  
to operate:**

1. All conditions, including temperature, humidity, fresh air, exhaust air, smoke "on and off," smoke density, cooking and cold showering, now completely controlled from central panel.
2. ATMOS technicians "SYSTEMATIZE" your smoking operations.
3. So simple, the least experienced man in your plant can operate, within a very short time.
4. Write for our capacity chart showing what production quantities of sausage and smoked meat are possible by day and week through the ATMOS system.
5. ATMOS engineering staff will help plan your smokehouse layout—there's no obligation. Write us for a survey of your requirements.

**Write for FREE literature including informative CAPACITY CHART.**

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They look better, they taste better, they sell better . . . frankfurters made with FRODEX Corn Syrup Solids! Your frankfurters will peel clean as a whistle when they contain FRODEX. FRODEX increases peeling rate and reduces rejects to a minimum because it pre-conditions the meat. FRODEX aids natural color retention, fixing color so it is more stable to light. FRODEX also binds the meat particles together for firmer texture and is an excellent moisture conditioner. Leading packers depend on FRODEX for a more stable, salable product. Available in powdered and granular form.

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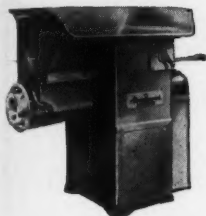
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for fine  
smoked meats

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You'll like AVISCO casings, because they're tight and strong for more uniform fill. They make your stuffing job easier. AVISCO casings print beautifully, too. Retailers appreciate this because it makes your product stand out in the crowd. And because AVISCO casings have built-in controlled stretch, retailers get the uniform slicing they want. It all helps to keep things moving at the meat counter. We'd like to show you further how superior quality AVISCO casings can help you build your business. Good service, too, is a product of American Viscose.

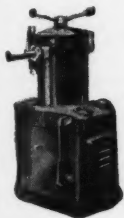
**American Viscose Corporation** • Film Division • 1617 Pennsylvania Blvd. • Philadelphia 3, Pa.

# MATADOR STUFFER and the LINKING and PORTIONING MACHINE



## MATADOR SENIOR & JUNIOR GRINDERS

Large pitch feeder for continuous rapid grind. Has famous Matador principle of coarse and fine in one operation. Capacity up to 8000 lbs. per hour.



## MATADOR HYDRAULIC STUFFERS

A self-contained unit in 65 lb., 100 lb. and 150 lb. capacity. Optional with linking attachment, hand operated or fully automatic.



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**DICING MACHINES**  
CUTS STEW MEATS . . .  
FAT BACKS . . . SPECIAL-  
TIES . . . BEEF . . .  
LAMB . . . VEAL . . .  
CHICKEN AND OTHER  
FOODS . . . in uniform  
cubes of desired size.

## MATADOR MODERN STUFFER

AVAILABLE IN 220 LBS. AND 450 LBS. SIZES

Cover can be quickly lifted for fast reloading.

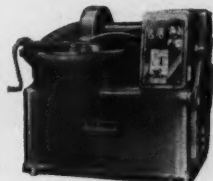
Safety ring can easily be removed and piston lifted by built-in hoist for quick cleaning.

The most sanitary and time saving stuffer on the market. A perfect combination with the MATADOR Linking and Portioning Machine shown below.



## MATADOR JUNIOR GRINDERS

Produces unequaled quality, cool grind. Includes famous Matador principle of coarse and fine in one operation. Capacity up to 3000 lbs. per hour.



## MATADOR SILENT CUTTERS

Advanced modern design with many exclusive safety and sanitary features. In 100 lb., 150 lb., 300 lb. and 550 lb. sizes. Self-emptying attachment optional.



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Mixing bowls mounted on wheels . . . can be moved to any part of the plant . . . at the same time substitutes for hand trucks. In three different sizes.

## "LINKS 170 PER MINUTE"

(fastest unit on the market)

The Matador Portable Linking and Portioning Attachment shown above connected with Stuffer ready for operation.

Can be attached to any standard Stuffer. Fully automatic . . . hydraulic operation. No gears to wear or break. Compact and Portable. Corrosion Resistant Material . . . Easy to Clean.

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possible for us to have hot water on hand at all  
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COLORS**

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**CHERRY RED SHADES**  
Light, Medium and Deep

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"Hercules" Repoline • "Hercules" Casiline

**VEGETABLE LIVERWURST COLORS**

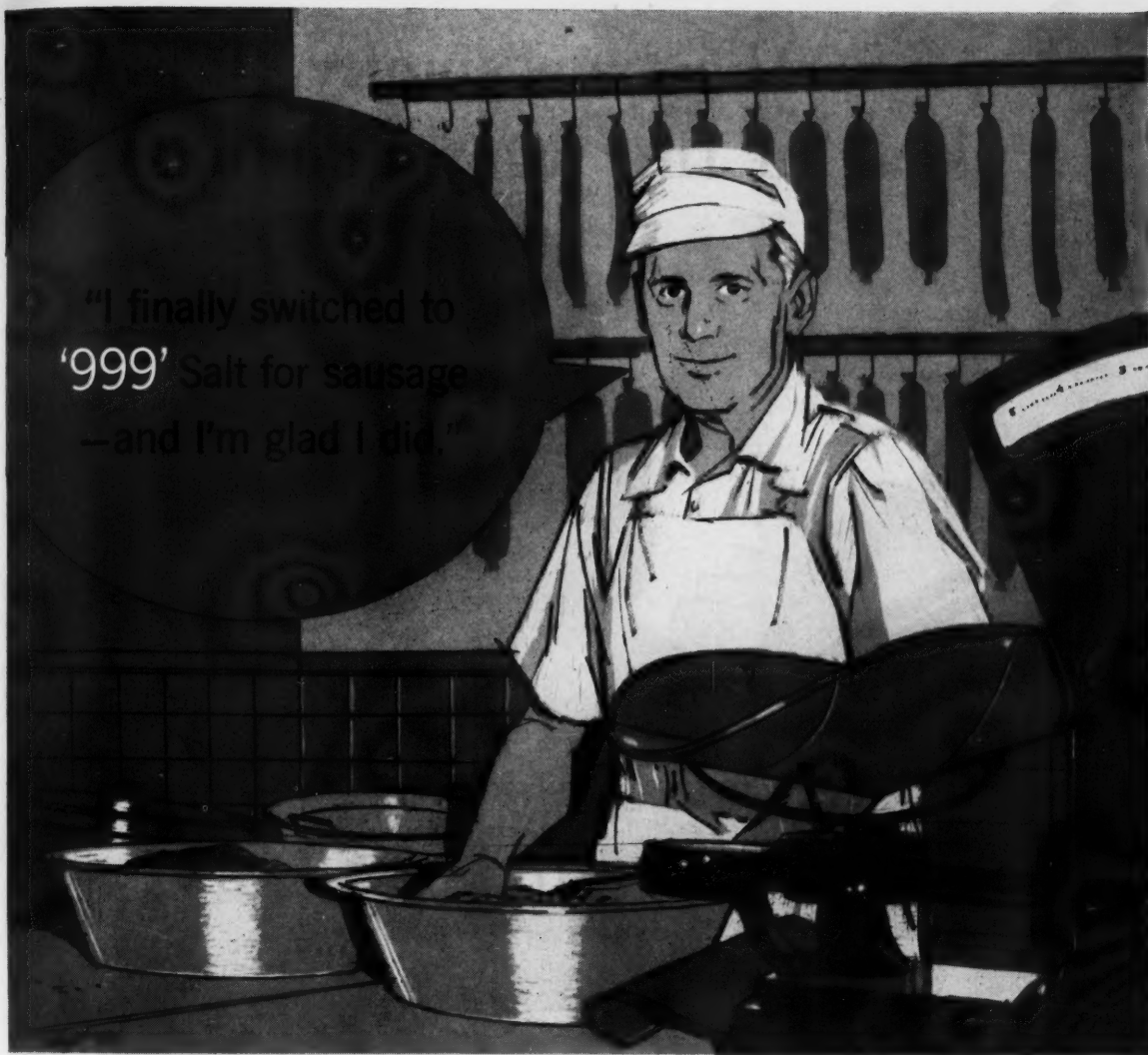
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Men who try high purity Morton '999' Salt for sausage making, curing or canning, are always glad they did. For they find '999' offers many advantages you can't get from any other kind of salt.

'999' quality never varies. Morton '999' Salt insures uniform flavor and quality. It is always 99.9% clean, pure sodium chloride, exceptionally low in the objectionable trace metals copper and iron. Morton '999' is entirely free from bitter calcium and magnesium compounds that can spoil flavor or cause "spot" color defects.

Unlike some salt, the high quality of Morton '999' never varies from shipment to shipment, whether you buy it in bags or bulk.

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### MORTON SALT COMPANY

INDUSTRIAL DIVISION

Dept. NP 3-58, 120 So. LaSalle Street,  
Chicago 3, Illinois



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Send your next casing order to Cudahy. Cudahy produces 79 different kinds of beef, pork and sheep casings. A Cudahy Casing Expert is at your service to help you select the best casings for your products. Contact your Cudahy sales representative.

GOOD SAUSAGE DESERVES CUDAHY NATURAL CASINGS

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OMAHA, NEBRASKA

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 of perfect balance?



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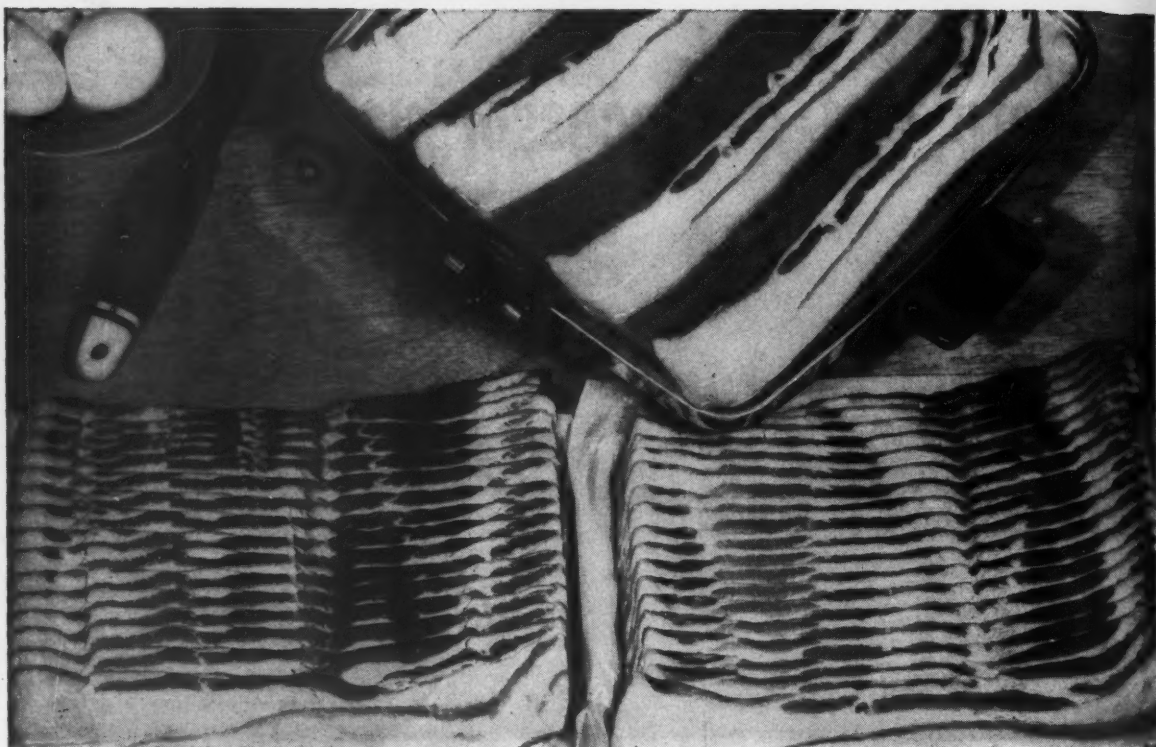


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Krey's "new look" in bacon utilizes NEO-CEBITATE to improve color and extend shelf-life.

## Krey Packing Company Reports NEO-CEBITATE\* Helped Boost Bacon Sales

Sound merchandising, a new package design and the use of NEO-CEBITATE resulted in a substantial increase in bacon sales for the Krey Packing Company of St. Louis. Krey feels that NEO-CEBITATE helped boost consumer acceptance for their bacon by improving both color and flavor. From the color standpoint they report better bloom initially, greater color uniformity throughout the slab, and an appreciable extension of shelf-life. They also find that NEO-CEBITATE enhances flavor and helps bacon retain its flavor for a longer period of time.

No newcomer to the advantages of this low-cost ascorbate, Krey first started using NEO-CEBITATE in their packaged luncheon meats

at the request of their sales department.

The results lived up to all expectations. With NEO-CEBITATE in the emulsion, development of maximum cure color was assured. The color held longer at the point of sale, the meat had greater eye appeal, and there was a considerable gain in shelf-life. Furthermore, Krey's production people found that NEO-CEBITATE permitted a reduction in processing time, required no special equipment, and was easily adapted to their own procedures.

NEO-CEBITATE and NEO-CEBICURE are the Merck forms of sodium isoascorbate and isoascorbic acid especially developed for the meat industry. They offer all the curing

benefits of sodium ascorbate and ascorbic acid yet cost up to 25% less to use. These new ascorbates are M.I.D. approved for curing all beef and pork products, including cooked sausage, bacon, ham, corned beef, pickled pigs feet and sliced meats.

Merck supplies NEO-CEBITATE and NEO-CEBICURE in convenient avoirdupois packages, shipped with transportation prepaid from strategically located stock points. *For free literature and samples, contact your local Merck representative or write directly to Department NP-38.*

**MERCK & CO., INC., Rahway, New Jersey**

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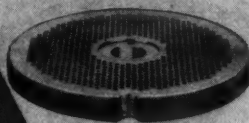
for fresh or frozen meat products

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- ★ Special Purpose Plates
- ★ Retainer Bear-Ring
- ★ Auto Super Capacity Meat Grinders

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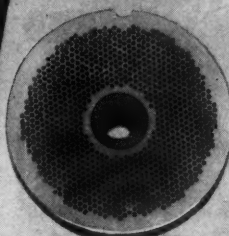


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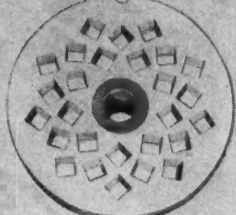
C-D Superior Reversible or Solid Hub Plates



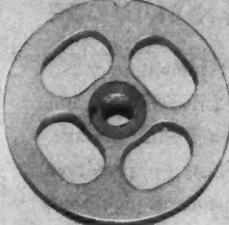
C-D Special "V" Hole Plates



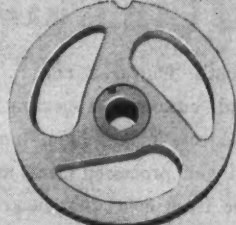
C-D Square-Hole Plates (3/8" up)



C-D Special Purpose Plates with Kidney-Shaped Holes



C-D Special Purpose Plates with Teardrop-Shaped Holes

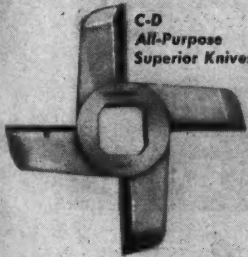


C-D Lock Spring Bushing gives two plates in one

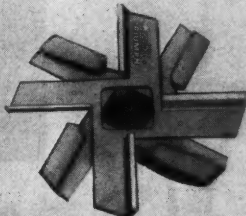


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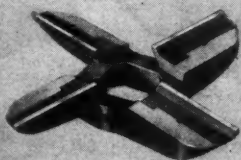
C-D All-Purpose Superior Knives



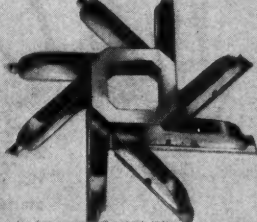
C-D Self-Sharpening Triumph Knives



C-D Economy Cutmore Knives

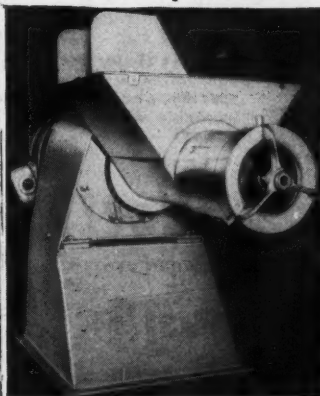


C-D 8-Arm Spider Knives



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WITH Speco Retainer Bear-Ring



Extra-Large Hopper Throat with 100-pound frozen meat block capacity

Patented Bevel-Edged Screw capable of grinding 100-pound partially frozen meat block in one operation

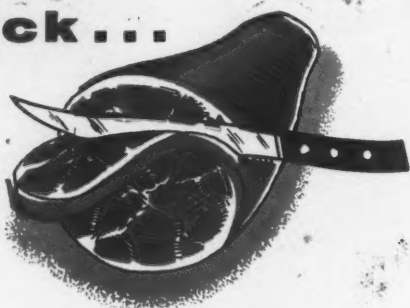
Speco Friction-Free Bear-Ring that assures perfect alignment of plate, knife, feed screw and cylinder

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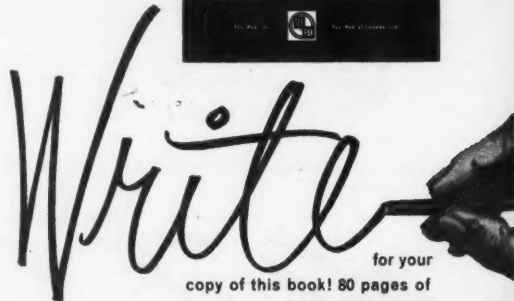
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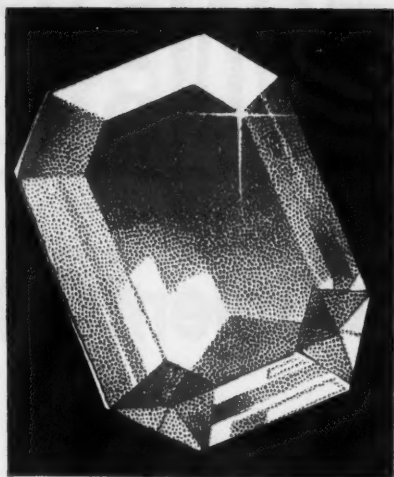


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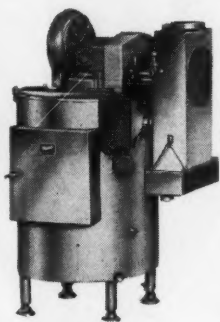
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The fabulous ruby is the world's most precious gem because it holds its brilliant color forever. Lasting color marks any product as superior, just as fading suggests inferior quality.

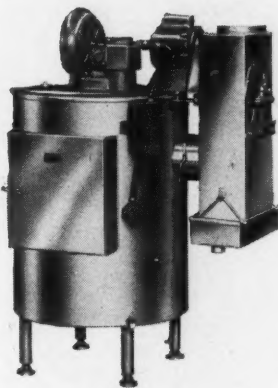
To achieve the best color in smoked meats, use your own knowledge and skill. To be sure that color lasts, use . . .

## **Mepaco** "TIPPER" SMOKE GENERATORS *for lasting color and improved flavor*

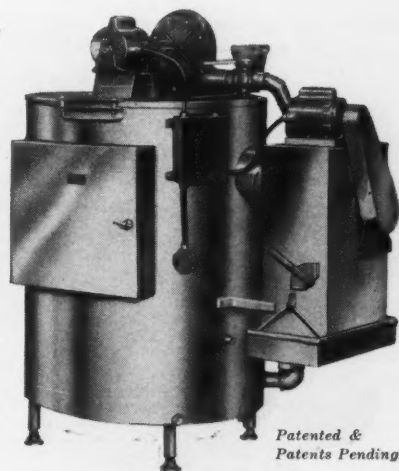
Mepaco's exclusive design draws smoke through damp sawdust to remove debris without adversely affecting coloring agent. An enormous volume of cool, clean smoke enhances both color and flavor.



**SMALL** 49" High; 34" wide; 31" deep. Smoke outlet 6" in diameter. 1/3 HP Motor. Wt. 480 lbs. Capacity approximately 1,000 cubic feet; or, for one 2-cage or 3-cage smokehouse. Construction: stainless steel.



**MEDIUM** 57" High; 49" wide; 36" deep. Smoke outlet 7" in diameter. 1/2 HP Motor. Wt. 700 lbs. Capacity approximately 3,000 cubic feet; or, for two 6-cage air-conditioned smokehouses. Construction: stainless steel.



**LARGE** 70" High; 64" wide; 40" deep. Smoke outlet 12" in diameter. 1/3 HP and 1/4 HP Motors. Wt. 1100 lbs. Capacity approximately 7,200 cubic feet; or, for six 6-cage air-conditioned smokehouses. Construction: stainless steel.

Patented & Patents Pending

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**Mepaco**

**MEAT PACKERS EQUIPMENT CO.**  
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# '58 FORD

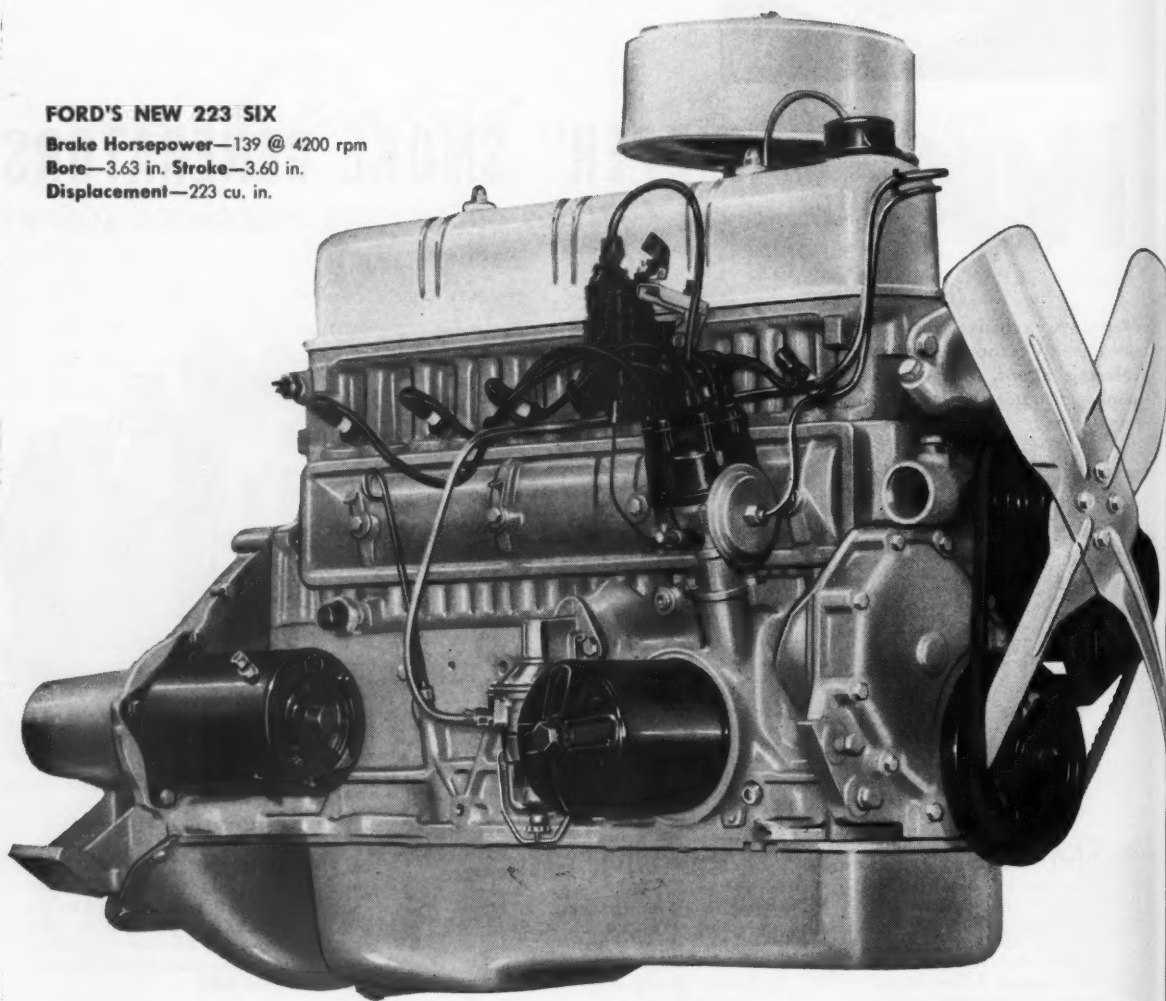
## New, more efficient SIX..gre

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Brake Horsepower—139 @ 4200 rpm

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Displacement—223 cu. in.



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# TRUCKS

**K...greater economy, longer engine life!**

## The only modern Short Stroke SIX for Light and Medium Duty service

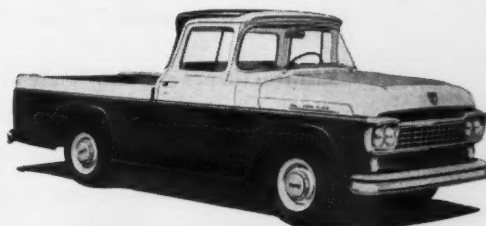
From pickups to two-tonners, the new '58 Ford truck line provides the most efficient SIX with more horsepower per cubic inch than any other in its class. This modern thrift leader features a new carburetor for up to 10% greater fuel economy. And engine features like Deep-Block construction, free-turn valves (both intake and exhaust) and aluminum alloy pistons with integral steel struts are all designed for extra durability.

Teamed with this more efficient SIX, the Ford Driverized Cab offers new riding comfort. The roomy cab has comfortable non-sag seat, suspended pedals, Hi-Dri ventilation and weather-protected inboard steps. Impact-O-Graph tests prove Ford pickups give smoothest ride of any half-tonner!

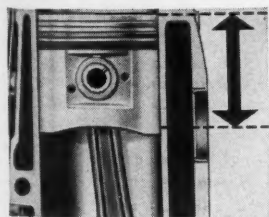
Ford trucks give dependable service. A study of ten million trucks by insurance experts proves Ford trucks last longer. When replacement parts are needed, Ford parts are priced *low* and can be obtained everywhere.



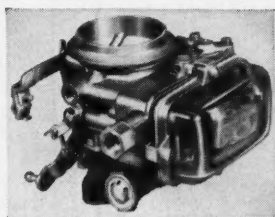
**New Ford F-500.** Rugged, versatile 1½-tonner with 15,000-lb. GVW. Two wheelbases for 7½- to 13-foot bodies.



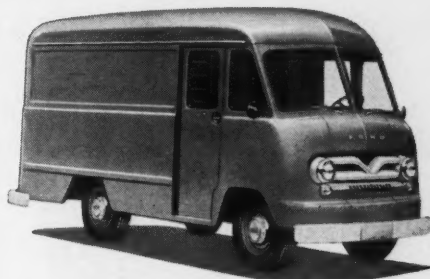
**New Ford Styleside pickup.** Modern Styleside body is as wide as the cab and *standard at no extra cost*. Conventional Flareside box available.



**Short Stroke design** means less piston travel, less internal friction—gives more usable power. Provides increased durability ... prolongs engine life.



**New carburetor design** gives up to 10% more fuel economy. New vacuum control valve and accelerator pump system provide smoother operation.



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... and makes it stand out from all others.

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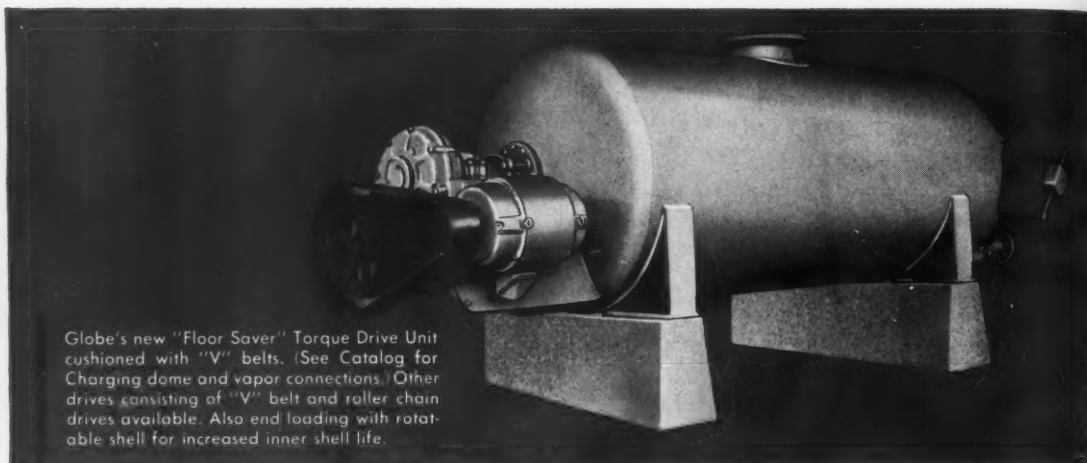
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# News and Views

THE NATIONAL

## PROVISIONER

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### Spotlight on Sales

The sales training programs inaugurated this week by the American Meat Institute, and the work done for individual firms and groups in this field by the National Independent Meat Packers Association, indicate a realization of the fact that the packer sales job is a big one and is growing larger. It is encouraging to note that packers appear to recognize their weaknesses in this area and are eager for help, both at the managerial and salesman level.

Much has been said in recent years about the development of mass retailing and the concentration of dealer buying power in fewer and more skilled hands. The problems of dealing with this kind of business have, for some time, been growing beyond the ability of old-line packinghouse sales departments. In some cases they have not been able to maintain a proper price structure; in other instances they have allowed themselves to be jockeyed into a position in which the packer has become almost a "captive" processor of powerful retail organizations.

The talk of Albert Luer in this week's issue (see page 84) and the remarks of E. E. Ellies (page 77) reflect some other unhappy aspects of the relationship between meat processors and the retail end of the business. Top management, of course, must set the policies on "returns," on the product treatment it expects from retailers and on the manner in which a company's products will be merchandised.

The sales department, however, constitutes the main contact between the packer and his customers in the retail and other user fields. The sales department should not only be able to guide management in the establishment of broad sales, merchandising and advertising policies which are abreast of modern trends in food distribution, but should be able to sell the packer's products to all customers—large and small—at levels which return an adequate profit to the processor.

This is a big job and it promises to grow more challenging every year.

**Packer and Union** spokesmen will appear before the agriculture subcommittee of the House appropriations committee on Tuesday, March 11, to testify in favor of increased funds for the federal meat inspection program. An appropriation of \$19,202,184 will be asked by the American Meat Institute, National Independent Meat Packers Association, Western States Meat Packers Association, Amalgamated Meat Cutters and Butcher Workmen of North America, AFL-CIO, and several other groups, which agree that the President's budget request of \$17,326,000 for inspection in fiscal 1959 is inadequate.

**A New Method** of humane slaughter being studied at Rutgers University, New Brunswick, N. J., will be among the scientific and technological developments described at the regional meeting of NIMPA's Midwestern division on Friday and Saturday, March 14-15, at the Sheraton-Fontenelle Hotel, Omaha. The speaker will be Dr. Roy E. Morse of the university's department of food technology, who is conducting several research projects of importance to the industry. The NIMPA group also will hear a user's viewpoint on the hide problem from E. W. Drew, International Shoe Co., St. Louis. Both men will address the Friday session. Other speakers on that day will include: Edward W. Olszewski of American Packing Co., St. Louis, vice president of the division; NIMPA president Chris E. Finkbeiner; C. E. Fessel of Fessel/Siegfriedt, Inc., Louisville; James A. Gilker, attorney and labor consultant, and Joseph E. Skram, Seitz Packing Co., Inc., St. Joseph, Mo.

A sales training session to be conducted by Fred Sharpe, NIMPA's director of sales training, and a meeting of the midwestern division of the NIMPA Accounting Conference will be held concurrently on Saturday morning. C. A. Bastow, comptroller of The Cudahy Packing Co., will address the accounting group on broad aspects of the profit and loss statement to lay the groundwork for future meetings. The accounting session will continue on Saturday afternoon.

**The Senate Agriculture** committee has announced that it will hold hearings on humane slaughter legislation in April or May. Three bills will be considered. They are: the House-passed Poage bill (HR-8308), under which the federal government could buy meat only from packers using methods of slaughter designated by the Secretary of Agriculture; the Humphrey bill (S-1497), which is similar to the Poage bill, and the Watkins bill (S-1213), which would provide for research to determine what methods of handling and slaughtering livestock actually are humane. Industry spokesmen favor research but are opposed to any premature mandatory legislation.

**Hearings On** the eastern railroads' recent reduction of freight rates on fresh meat are scheduled to begin on Monday, April 21, before the Interstate Commerce Commission in Washington, D. C. The ICC has promised a full review of published rates. Among groups that have filed briefs protesting the lower tariffs is the Eastern Meat Packers Association, which says its member firms will be unable to compete with midwestern packers. The eastern railroads contend that the lower rates are needed to enable them to compete with the trucking industry.

**The 16th Annual** meeting of the National Association of Hotel and Restaurant Meat Purveyors has been set for Sunday through Thursday, October 26-30, at The Envoy, Hollywood Beach, Fla., Harry L. Rudnick, secretary and treasurer, announced.



## Meeting Prepares Packers of West For Progress by Cooperation in A Tighter Year

PRESENTATION of the colors by the Sixth Army color guard at the opening session of the WSMMPA convention on February 18.

**A** PROGRAM of factual talks and working committee meetings was offered to members of the Western States Meat Packers Association at their twelfth annual convention to prepare them for a tighter and problem-replete year—but, possibly, a more prosperous one.

The convention was held at the Palace Hotel in San Francisco, February 17 to 20, and was attended by representatives of hundreds of western and other meat packing and processing companies, state and federal officials, marketing agencies, supply firms and other organizations interested in the meat industry.

At the general session WSMMPA president E. Floyd Forbes declared that the association is winning its fight—in favor of the whole industry—for improved regulation of merchandising and other trade practices of packers. Admitting that there may be a compromise over the

site of meat industry regulation in legislation which is now before Congress, Forbes said that regardless of whether the jurisdiction is placed with the USDA or FTC, "We are going to win out."

Forbes expressed the association's determination to fight on to the Supreme Court, if necessary, in the west-bound meat freight rate case; if this should fail, WSMMPA and livestock producers will try to reestablish the old rate relationship by seeking lower railroad freight rates on westbound livestock.

The WSMMPA president said that the following conditions will probably exist in 1958-59: 1) Shortening of competition; 2) Consumer resistance to higher prices; 3) Longer collection periods, and 4) Increased operating costs.

The association's board of directors at its meeting ap-



NIMPA president Chris Finkbeiner can be seen in the crowd at this meeting, typical of several held during the WSMMPA convention. All of the 12 states in WSMMPA territory, as well as many others, were represented at the association's San Francisco gathering.

proved the western beef advertising campaign for 1958. The board also authorized the sponsorship of a survey team to be sent to Japan to investigate the possibility of increasing sales of hides to that country. This will be a cooperative program with the National Independent Meat Packers Association and the National Hide Association. The survey team will consist of a western packer, a tanner and a technician from the USDA Foreign Agricultural Service.

The WSMMPA board went on record as opposing state meat grading laws. It refused to take action on "right to work" legislation on the ground that this is a problem for individual companies in states where such laws will be placed before the voters this year.

The association chose two new vice presidents for 1958-59: David Davies of Wells and Davies Packing Co., Payette, Ida., and L. Blaine Liljenquist, the association's Washington representative.

Other officers renamed are: chairman, Leland Jacobsmuhlen, Arrow Meat Co., Cornelius, Ore.; president, and general manager, E. Floyd Forbes; vice presidents, Douglas Allan, James Allan & Sons, San Francisco, Homer F. Glover, Glover Packing Co., Roswell, N. M., and Albert T. Luer, Luer Packing Co., Los Angeles; secretary, Eugene Ranconi, Walti-Schilling & Co., Santa Cruz, Calif., and treasurer, Anton Rieder, Coast Packing Co., Los Angeles.

One new director was elected and 11 directors were re-elected, all for three-year terms. The new board member is Ben Miller, Union Packing Co., Los Angeles. Those renamed to the board are: Jacobsmuhlen; Davies; Glover; Luer; M. H. Brown, Great Falls Meat Co., Great Falls, Mont.; O. L. Brown, Medford Meat Co., Medford, Ore.; Al Gunther, Solano Meat Co., Vallejo, Calif.; W. H. Moffat, H. Moffat Co., San Francisco; Robert S. Poer, Tempe Meat Co., Tempe, Ariz.; Donald Schaake, Schaake Packing Co., Inc., Ellensburg, Wash., and Myron R. Seelberg, Peerless Food Products Co., Chehalis, Wash.

Several of the association's committees made reports and recommendations to the board of directors:

**PORK COMMITTEE:** The group recommended that WSMMPA take up with the USDA Meat Inspection Division the use of antibiotics on meats.

**TALLOW AND GREASES COMMITTEE:** Adoption of Pacific Coast Renderers Association trading rules for tallow and grease was approved and recommended to the board. The committee also recommended adoption



LADIES enjoyed a "kaffeeklatsch" and makeup show on first day.

of the PCRA code for standardization of meat scraps.

**MARKETING AGENCIES COMMITTEE:** The committee recommended that the western transcontinental railroads restore the former relationship between west-bound meat and livestock rates. Railroad representatives reported that they had lost considerable livestock business and had not picked up fresh meat business to replace it.

**ACCOUNTING COMMITTEE:** The final draft of the new cost control manual, the revision of which was supervised by Norman Brammall and Ellis T. McClure of Food Management, Inc., was approved.

A number of the talks made at the convention are published in the pages that follow. The report of WSMMPA president Forbes appears on page 42; a survey of the labor outlook for 1958 starts on page 44. A banker's talk on financing a packing business appears on page 48, while different views on the domestic and foreign outlook for tallow and hides are published on pages 51, 53 and 57.

Problems encountered in using ascorbates in curing primal cuts are discussed on page 64. A leader in the restaurant field issues a warning to packers on page 75. Some ways in which sausage is mishandled in retail stores are reported on page 84, while processors are told to go out and merchandise their sausage on page 77. Some of the new equipment items shown at the convention are illustrated on page 98 and 99.



WEST COAST meat packers and sausage manufacturers have not had any easier going than packers in the rest of the country during the past year. However, almost all attending the meeting spoke with cautious optimism about the future outlook.

## WSMPA General Session

### Association has Done Industry a Favor in Transfer Fight; New Problems Ahead



Reports WSMPA President E. F. FORBES

**I**T is a pleasure to report to the membership that again we have operated with an increase in membership and with a surplus in our finances. We have maintained this unbroken record of progress for the past 11 years and I hope that we will be able to continue it during the coming year as well.

We have faced many important problems this year. One of these has been the freight rate case, which is vital to our industry, to all the western economy and to the livestock producing industry. We expect that we will get the examiner's decision some time soon. We hope that it will be a favorable one, but otherwise we will carry the fight on, even to the Supreme Court if we fail to win before the Interstate Commerce Commission. If we should fail in all this effort, the cattlemen have expressed strong determination to fight for lower livestock rates and restore the prior relationship so that meat and livestock could move freely in the same direction. That would be the final step we would take to restore the relationship to enable our western meat packing industry to operate at optimum capacity.

With respect to the other important problem which engaged the energy of the association during the year—the fight to get adequate enforcement of the law on unfair trade practices and monopolistic practices—the O'Mahoney-Watkins bill (S-1356) will come up for debate and vote in the Senate soon. We believe that the bill will pass the Senate. However, any of you who have not written your Senators, should do so immediately. There has been some discussion of a compromise on this legislation. That is possible. All that this association has

asked for, and all that the other associations have stated that they want, is enforcement so that when we encounter unfair trade practices we do have a court of recourse which will act. If everyone is as sincere about wanting enforcement as we are, there should be no difficulty in getting together on a compromise bill after the O'Mahoney-Watkins bill has passed the Senate. Then the entire industry can be united on a bill which would give us proper enforcement, whether the jurisdiction remains in the Department of Agriculture or is shifted to the Federal Trade Commission.

**BATTLE WON FOR INDUSTRY:** I sincerely hope that such a union of purpose will come about, and that this controversial issue will be settled. However, you can be certain of one thing: this association has done the industry one of the greatest favors in its history because we are going to get enforcement of the Packers and Stockyards Act with respect to the merchandising of meat, whether it is in the Department of Agriculture or in the FTC. We are going to win out regardless of where the jurisdiction is placed.

I want to call attention to two of the new services which have been established for the benefit of the members of the association this year. These are the group program for fire, liability and compensation insurance, and the program for employee benefit through group pension insurance, both of which are now in effect.

I also want to call attention to the new cost control manual. This will be the only cost control manual in existence in the industry. Heretofore, all of the books on accounting have dealt with accounting procedures. This



**LADIES** attending the convention became chummy on the very first day at a "kaffee-klatsch" at which they were shown glamorizing hints by a representative of John Robert Powers Cosmetics and a fashion consultant in eyeglasses. A luncheon and Chinese fashion show for the ladies, featuring Chinese ceremonial robes and modern adaptations, was held in the Peacock Court of the Hotel Mark Hopkins at noon on Wednesday, February 19.

manual will go beyond the discussion of accounting procedures to set up labor standards and cost controls on materials so that you will be able to determine the exact cost of the products you are producing. It will also give you standards based upon the experience of Food Management, Inc., in working with packing plants throughout the nation. You will know whether your efficiency for any particular operation is up to the average standards in the industry. I know that practically every company has our old accounting manual which covered accounting procedures. The material in the old manual has been brought up to date and, as I mentioned, we go beyond procedures into labor standards and to cost controls. The new manual costs \$35 and will be available only to members of the association. I am sure that it will be one of the best investments ever offered to organizations in the meat packing industry.

I want to call your attention to the new contract on petroleum products with the Union Oil Co. I might say that this year we returned \$120,000 in cash refunds to our members under our present contract. That sum was within \$17,000 of the entire cost of running this association during the past year. The new contract, if we maintain the same volume of business that we had this year, will return to us about \$60,000 more. Thus, if our members buy the same amount of petroleum products that they bought in 1957, they will receive in cash refunds \$40,000 to \$50,000 more than it costs to operate this entire association. I think that result gives us a unique distinction among the various trade associations operating in the United States.

**PROBLEMS:** This year we will see some very difficult problems in our industry. A look ahead indicates that the following conditions will probably exist: 1) Shortening of competition; 2) Consumer resistance to higher prices; 3) Longer collection periods, and 4) Increased operating costs.

The ability of our members to stay in business this year will depend upon how they can adjust their businesses to meet the situations as they arise. Many of these adjustments cannot be made by independent companies acting alone. However, through the help of your association in securing the cooperation of all member companies, those adjustments can be made successfully. Therefore, I feel that this year will probably be the most important year in our association's history, and that our association can be of real help to its members in keeping them solvent and in keeping the meat packing industry operating on a profitable basis.

With respect to meat prices, while the supply of livestock as a whole for the year will be slightly smaller than in 1957, with the possible exception of hogs, and prices will be on a higher level than in 1957, this industry should not fear this higher cost level. Meat prices today are not out of line with the increased prices of other foods and other consumer necessities. In fact, consumers have had a break in the cost of meat for the past five years. U. S. Department of Labor statistics show that the consumer price index for all commodities rose 5.9 per cent from 1952 to 1957, and that the index for all items except food increased 8.2 per cent. The meat index during the same period declined 8.2 per cent. Therefore, I believe that because consumer prices for meat have been lower than the prices consumers have had to pay for the other items used in the index, that we will be able to move the meat products we produce this year in competition with other foods. If we all work hard and use the tools that we have to meet our problems, I am sure that the industry will record 1958 as a better profit year than 1957, and that your association will be a major factor in bringing about the improvement in our situation.



ACTIVITIES of the twelfth annual meeting of the Western States Meat Packers Association closed with a flourish at the dinner dance on the evening of Thursday, February 20. The photographs show some of the entertainment, packers dining with their guests and the throng on the dance floor. The theme of the annual dinner party was "A Night in Hollywood."

# More Strikes May Come as Labor Pushes Demands in Face of Tightening Business



Predicts Federated Employers' Analyst W. H. SMITH

**L**AST year when I met with you I said that "all signs point to a fairly peaceful but expensive year in collective bargaining for 1957." That is the sort of year that we experienced.

Good business during a large part of 1957 made employers willing to pay more wages and benefits rather than take a strike. As a result, 1957 was the lowest strike-loss year for the nation in the 12 years since World War II. To some extent, the widespread existence of two and three-year labor contracts contributed to these low strike losses.

The 1957 bargaining year was one in which wage increases were higher, on the average, than during the previous year. About 60 per cent of the settlements in 1957 provided for wage rate increases of 10 cents or more per hour. As with wage increases and productivity in 1956, the indications are that productivity increases in 1957 lagged behind wages. Similarly, the cost of living as measured by the Bureau of Labor Statistics consumers price index showed a gradual rise over previous levels. The annual increase has been at the rate of 3 to 5 per cent. The steady rise in prices, coupled with wage pressures and productivity differentials, account for a large part of the increase in the cost of living. I look for this to continue in 1958, although at a lesser rate.

**PROSPECTS FOR 1958:** A general leveling off period for business activity is anticipated for 1958. There are many straws in the wind pointing in that direction. One of the most significant is the McGraw-Hill survey of capital spending intentions of business men for 1958. This survey shows that business men intend to cut their capital spending by 16 per cent in manufacturing industries during 1958. The largest cuts are scheduled for non-ferrous metals, 38 per cent; autos, trucks and parts, down 30 per cent; other metal work, down 28 per cent; wire and steel production, down 24 per cent; paper and pulp, 24 per cent, and textiles, down 23 per cent. Non-manufacturing plans are equally drastic. Railroads plan on spending 27 per cent less in 1958 for capital goods and mining companies 18 per cent less.

The outlook is for continued high employment in 1958, but with at least double the amount of unemployment experienced last year. Unemployment is expected to be spotty as to area and industry, but will be heaviest in the unskilled labor groups. At least 4,000,000 to 5,000,000 persons are expected to be unemployed during this year. In addition, much less overtime will be worked.

**BARGAINING PROSPECTS:** On the collective bargaining front the year 1958 could go down in history as a strike year. Secretary of Labor Mitchell and top conciliator Finnegan have both commented on this possibility. In fact, some of the nation's economists have expressed the opinion that management has a major responsibility in 1958 for maintaining a stronger bargaining position than in recent years as a means of counteracting demands for substantial increases in wages

in the face of the current negative economic factors.

Many two- and three-year term labor contracts will terminate in 1958 and will be renegotiated in their entirety. Foremost among these are the automotive and farm equipment contracts which open in May and June. What is it that Reuther wants?

Reuther first said that he wanted the four-day week at no cut in pay. He now wants a share of the profits. No one expects him to get this, but many expect that he will trade this issue for a substantial wage increase. None of the major automobile manufacturers wants a strike. General Motors suffered from competition with Ford and Chrysler in 1957 and looks forward to its new models to win back leadership in 1958, but I believe that General Motors will take a strike on the profit-sharing issue.

The United Auto Workers Union is presently following a policy of softening up employers in the automotive, farm equipment and aircraft industries. For example, there have been 11 major work stoppages in the automotive industry in recent months. These work-stoppages were attributed by the union to such causes as unsolved grievances, speedup and poor attitudes by supervisory personnel. At the same time, the United Auto Workers Union has been building up an extra large strike fund against the possibility that one or more of the auto manufacturers may take a strike.

This possibility is very real, according to a statement made by representatives of the industry. For example, Ernest R. Breech, board chairman at Ford Motors, recently mentioned the possibility of a three-month strike in the automotive industry in 1958. If automobile sales fall substantially below the industry's expectations for the first half of this year, this could increase the likelihood of an extended strike. Clues to this possibility will be revealed by the policies of the major companies in stocking up their dealers during the first half of 1958.

The United Auto Workers also negotiates with the farm equipment and aircraft industries in 1958. These negotiations are strongly affected by settlements with the auto industry. Moreover, negotiations with major aircraft companies in March and April may not be in the same cost-plus atmosphere that the industry has had until recently. Instead, air frame companies and related component manufacturers have been experiencing a military cutback which has caused substantial changes in the industry's attitudes toward cost. The two major unions negotiating with the aircraft industry are the United Auto Workers and the machinists. Both unions have agreed to cooperate with each other this spring in their negotiations with the major aircraft companies.

Many other pattern-setting agreements will be opened for negotiation in 1958. These include:

(a) The soft coal contracts may be opened by John L. Lewis at any time in 1958. (An opening is expected by April.)

(b) The United Rubber Workers' contracts may be

opened once at any time in 1958. (These will probably be opened after the automotive settlement.)

(c) Practically all East and West Coast shipping contracts will be opened in June, July, August, and September. This includes offshore, as well as longshore operations.

(d) Beginning in April and continuing on into October, most of the nation's garment workers industry contracts will be opened for extensive negotiations.

(e) Many major retail and service contracts will be opened in their entirety in 1958.

(f) The flat glass industry contracts will be opened in September.

(g) A dozen major trucking contracts with the Teamsters will be opened in 1958.

The leadoff Teamster Union negotiations have just been concluded in Chicago. This series of negotiations covered the midwestern and southern conference groups composed of more than 175,000 teamsters working for more than 4,000 employers in 26 states. Union proposals were:

Fifteen cents per hour for the first year; 10c per hour the second year, and 10c per hour the third year, or  $\frac{1}{4}$ c per mile for each of the three years added to the present rate of  $8\frac{1}{4}$ c per mile; double the present pension payment of \$2 per week and an additional 75c per week to the present welfare payment of \$2.25.

The union got 10c per hour the first year, 7c the second and 7c the third plus an increase of \$2 per week on its pension payment and 75c more per week on its welfare plan payment. Western Teamsters look upon this agreement as something to be "topped," if possible, in their major trucking contract covering the 11 western states. The western states over-the-road trucking negotiation will have widespread impact on other Teamster negotiations in the western states during 1958.

**FANTASTIC DEMANDS:** Major Teamster warehouse contracts have just been reopened in the Northwest with fantastic demands which include the following:

Vacations: Three weeks after 10 years' service, four weeks after 20 years' service; 35c per hour increase in all classifications; contract for one year only; women's scale to be the same as men's for all classifications. The new classifications are as follows: floorman with wage rate same as checker; working foreman, 15c above checker scale; narcotics man, 10c above checker; fork lift op-

erator, wage at going rate, and shipping and receiving clerk, increase to existing Tacoma scale (\$2.185), then add the 35c per hour general wage increase.

Under a new clause, inventory work would be performed by members of Local No. 130. Health and welfare contributions would be raised from \$10.40 to \$15.50 per month and apprenticeships eliminated. The day shift would start between 7 and 8 a.m. The second shift would start between agreed-upon hours and receive premium pay of 15c per hour. Third shift would start between agreed-upon hours and receive premium of 20c per hour.

A guarantee of eight hours' work or pay per day is sought. In computing overtime the union wants pay for 15 minutes for less than 15 minutes; pay for 30 minutes for over 15 but less than 30 minutes; pay for 45 minutes for over 30 but less than 45 minutes; pay for 1 hour for over 45 minutes but less than 1 hour.

Two additional paid holidays would be general election day (every two years) and the Friday following Thanksgiving.

The union wants a 15-minute rest period on the morning shift, a 15-minute rest period on afternoon shift. The same would apply to second and third shifts.

Sunday work would be compensated at two and one-half times the straight-time rate. Holiday work would be compensated at the holiday rate plus double time, or triple time.

Seniority would prevail in overtime and in promotions within the bargaining unit. Extra employees would receive 10c above scale.

Paid sick leave: six days for six months' service, 10 days for one year's service. Unused accrued leave to be paid at end of each year's service. In the event an employee is terminated for any reason, he shall receive pay at time of termination in lieu of unused accrued sick leave as follows: 1/12 of six days' pay for over six months' service, and 1/12 of 10 days' pay for over one year's service.

Employee called for jury service or drafted for election duty would receive his regular pay less amounts received for such services. Employees would receive three days off with pay for death in immediate family. Employees sustaining an accident in the course of employment, after returning to work, would be paid their regular

**CAPACITY** audience at the beef and livestock conservation session on February 20 heard John Guthrie describe the work of the fact finding committee of the American National Cattlemen's Association; an "Outlook? LOOK OUT!" discussion by Larry Hilaire of the National Restaurant Association; a description of two-step progress from conventional to on-the-rail beef dressing by Burton Davis of Food Management, Inc., and a survey of developments in the animal disease fight by Dr. M. R. Clarkson.



rate for time spent in any court hearing, hospital, or doctor visit.

Employers would agree to accept deliveries of materials only from trucking firms which have collective bargaining agreements with the Teamsters. Union and employees would be free without penalty to refuse to go through picket line or handle unfair goods.

In the West very few meat industry agreements are open for negotiation. Agreements concluded recently mostly follow the basic  $7\frac{1}{2}$ c automatic increase scheduled for the midwestern packers if the cost-of-living clause is included. Without that clause the usual settlement has been 10c.

**1958 WAGE INCREASES:** I look for continuation of increases which average around 10c per hour with demands 50 to 100 per cent higher. The largest increases are expected in construction, automobiles, shipping, coal and trucking. A floor under wage increases has developed by virtue of the many automatic increases provided for in 1958 in long-term contracts. Two recent surveys give indication of the increases already agreed to in such contracts for 1958. The Bureau of National Affairs tabulated 1200 contracts containing provisions for automatic increases in 1958. This tabulation shows the average increase would be about 8c per hour with about 60 per cent of the increases being below 10c per hour, and 40 per cent being 10c or above.

The second survey covered 530 major bargaining situations involving approximately 4,000,000 workers. This survey was made by the Bureau of Labor Statistics. It shows that the increases for the great majority of workers in manufacturing industries scheduled to receive deferred adjustments in 1958 will average between 7 and 10c an hour but less than 10c. One of the largest groups in manufacturing to receive such an adjustment will be basic steel workers who will receive an average of 8 to 9c an hour plus cost-of-living increases which are also automatic and may well add another 5 or 6c an hour to the total. Most railroad workers will receive 7c an hour in 1958. Meat packing employees will receive a basic  $7\frac{1}{2}$ c an hour increase. Non-ferrous metal smelting and refining workers will receive an average of 7 to 8c. Aluminum workers will get about  $9\frac{1}{2}$ c an hour. Major electrical products manufacturers will give  $3\frac{1}{2}$  per cent.

**FRINGE BENEFITS:** More attention will be given to so-called inequities covering wage differentials for skills, length of service, and penalty pay for such jobs as dirty work, dangerous work and speedup.

More premium pay will be sought for conditions such as travel, subsistence, isolation or remote location.

Labor will seek more leisure time, such as an additional one or two holidays; more vacation—three weeks after five or ten years, and four weeks after 15, 20, or 25 years. Sick leave, severance or relocation pay, and substantial improvements in welfare and pension plans will also be asked.

I expect to see more grievances, especially those concerned with layoff, job assignments, seniority, work jurisdiction and other matters related to job security.

**CONCLUSION OF BARGAINING:** The year 1958 promises to be a year much different from 1957 insofar as the bargaining situation is concerned because of the changed economic picture. Many industries will be facing reduced demand and many employers will be caught in a cost-price squeeze. Nevertheless, unions will be reluctant to modify their bargaining demands. They will be reluctant to take less in 1958 than they have been getting year after year. This will place added burdens on companies, industrial relations departments and labor

relations representatives not only to prepare early and well for their bargaining sessions, but also to prepare their managements for the obvious implications in this situation. This calls for a most realistic appraisal by the managements and frank discussion with industrial relations representatives so that no false positions or strategic misunderstandings can occur. It calls also for more adequate communications between management and employees and the union so that some understanding and realization of the situation which faces many employers can be given prior to the beginning of labor negotiations. These preparations are important because the reversal or modification of major economic trends is a very painful process and affects many persons.

**POLITICS AND UNIONS:** We cannot ignore the fact that the Teamsters' dirty linen has been hung up for all the world to see by the McClellan committee. This has brought about major changes in those who control the Teamsters and the AFL-CIO action in kicking the Teamsters out has made the union free and independent. So far, I believe, Hoffa has outsmarted Reuther and Meany, as well as the McClellan committee. It remains to be seen whether he is foolish enough to do something to change that situation.

Although a great deal of attention was given to the Teamsters, the McClellan committee has also exposed the same sort of dirty linen from the closets of a half-dozen major unions besides the Teamsters. This has caused some concern within the AFL-CIO for fear that Meany and Reuther would split the AFL-CIO in the process of trying to clean house. Some of the old-line AFL officials distrust Reuther. They believe that he has other motives in promoting the idea that unless the AFL-CIO cleans house, labor unions will be subjected to restrictive anti-labor legislation. On the surface, Reuther's plan looks plausible but one cannot overlook the fact that only AFL unions are being kicked out so far and that the position of the CIO unions has become much stronger within the AFL-CIO. Moreover, Meany is no longer a young man and Reuther is his logical successor.

I believe that the prospects for national legislation to control some of the abuses revealed by the McClellan committee are very dim, despite the ample record of need for such control. The consensus of key Congressmen, Republicans and Democrats alike, is that hearings, reports and speeches will continue on schedule but that very little, if anything, will become law this year. If any legislation is passed, it may be the proposal to place tighter controls over welfare and pension plans. Even this relatively non-controversial measure has less than a 50-50 chance, mainly because it would control all welfare and pension plans rather than merely those resulting from collective bargaining. Since most of the major employer groups oppose this aspect of the measure, it is given little chance of passing. If it does pass, this fact alone may greatly reduce the chance of passing additional labor laws. If it does not pass, all groups can say that they were for such legislation in principle. Moreover, the Administration can point out to the voters that it recommended a broad program to protect rank and file union members, but that the Democratic Congress killed the program.

Another reason for my view that little or no national labor legislation will pass in 1958 is that public interest has been diverted from labor scandals by the succession of satellites, by the recession, by layoffs and threats of serious unemployment and by the general controversy over our defense effort. This view is supported by the omission of labor bills as "must" legislation by Senate majority leader Lyndon Johnson. House Speaker Ray-

burn has not included labor reform measures on his priority list for this Congress.

Moreover, both the House and Senate labor committees, which handle education as well as labor matters, appear to be giving educational problems preference because they are more popular and more promising for passage. And finally, the hard fact is that this is an election year and many Congressmen don't want to be forced to vote on such hot issues, especially if they must face organized labor opposition at home.

This doesn't mean that few bills will be proposed. On the contrary, a number of proposals have already been introduced and several more are expected in Congress, but these are mostly "for the record."

Senator Ives of New York has introduced four bills. These would require secret balloting for union elections, provide criminal penalties for failure to file union financial reports, bar employers from using hired consultants to perform unfair labor practices, and would ban organizational picketing by "outsiders."

Senator Mundt from South Dakota has a bill to remove the tax exemption from unions which engage in political activity. Senator Knowland has introduced legislation calling not only for secret balloting for union officials, but also on such issues as dues, initiation fees and calling strikes.

Senators Ives and Douglas have introduced bills for controlling union and management health and welfare, pension and supplementary unemployment insurance benefit plans.

Other measures likely to be proposed concern the outlawing of compulsory union membership and making unions subject to anti-trust laws. A great deal depends on the activities of the McClellan committee during this year, and on the attitude of labor leaders in cleaning their houses. If little or no real effort is made by labor leaders to clean up the situations revealed by the committee, this will confirm the view that more stringent laws are necessary to correct abuses. Since the committee's work will go on for another year or more, labor unions will be in the public view for some time to come.

Even though no new federal laws result from the investigations of the committee, there are some very healthy by-products. These include:

1. Decent labor leaders and the rank and file membership have been encouraged to fight back against the

goons and gangsters and other racketeers who have taken over their unions.

2. The public and influential persons in the community have been educated regarding the existence of abuses and the need for control. Many people have believed too long that labor can do no wrong, or that criticism of labor is unfair.

3. Encouragement has been given to fair-minded politicians, public officials and others to resist the heavy pressures from labor leaders and their spokesmen. Very practical results are expected from this development.

4. The courts no longer view picketing as an absolute right of free speech. Both the U. S. Supreme Court and the California Supreme Court have distinguished between picketing which is peaceful but coercive and hence illegal, and picketing which is peaceful and informative and hence not illegal. Several other state supreme courts have done likewise.

5. The National Labor Relations Board has reversed several long-standing principles and issued a series of very important decisions in favor of employers: a) Secondary boycott is illegal for common carriers; b) Secondary boycott is illegal when against employees; c) Employers can lock out in support of fellow employer struck by union; d) Roving picket and customer picketing are illegal where primary employer can be picketed; e) Picketing for illegal purposes is illegal, i.e., for closed-shop to compel union membership against employees' will.

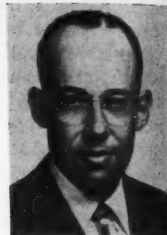
6. The Interstate Commerce Commission in a series of cases has held that common carriers are required to render service notwithstanding hot cargo contract agreements with labor unions not to do so where the union finds an employer "unfair." Failure to render service subjects the carrier to possible loss of franchise and to damage suits.

There are numerous other indications of a changed climate of public opinion and public awareness that labor unions are institutions which engage in both harmful and beneficial activities. As to their harmful activities, there are no sound reasons in public policy for not restraining and controlling labor unions as well as any other segment of our society. In other words, labor unions have "grown up" in the past 25 years and should assume the responsibilities of adulthood, as well as the privileges. I would say that the one encouraging development in the past year, and the clear message to labor unions in 1958 is, "Act your age or take a spanking."

WSMPA convention-  
ers who attended  
the sausage and pre-  
packaging session  
heard Tee-Pak's E. E.  
Ellies discuss the  
static popularity of  
sausage and suggest  
remedies; A. T. Luer  
of Luer Packing Co.  
put the finger on  
"The Cause and  
Cost of Returned  
Merchandise," and  
Hal Chase of  
BBD&O lead a panel  
of retailers, packers  
and merchandisers in  
a "brainstorming"  
session to find an-  
swers to some of the  
problems of the sau-  
sage industry.



### Many Types of Financing Are Available To Meet the Needs of the Meat Packer



Says Bank of America Vice President E. A. IVERSEN

**T**HE meat packing industry appears to have no particular problem as far as demand for its products and volume of its sales are concerned. Demand and volume are both strong, and increasing as the population and need for protein grow. Probably the main problem which confronts you, as you well know, is that of operating at a margin of profit sufficient to pay a satisfactory return on invested capital or to attract new capital or pay for funds borrowed for growth, modernization, and mechanization. In 1956, net profits for the industry were approximately 1 per cent of gross sales and 8.4 per cent on net worth. All manufacturers earned 5.3 per cent on sales and 12 per cent on net worth. Food processors, other than meat, earned 3.6 per cent on sales and 11.3 per cent on net worth. I have not seen 1957 figures yet, but assume there would be little change. With competition increasing and operating costs, especially wages, continually rising, it is vitally necessary to make capital expenditures to keep modern and efficient. Funds for capital expenditures come principally from depreciation, retained profits, borrowed money, or new capital. In the past several years such expenditures in the industry have been running 150 per cent to 175 per cent of the depreciation figure, which indicates that a large portion of these costs must come from profits or other sources. The borrowing of money, and its cost and repayment, are important matters for consideration in your business.

**BORROWING AND ITS COST:** Let us first consider economic conditions, the current money situation, its outlook and the cost of borrowing. Since the close of World War II American business has experienced an unprecedented level of prosperity. Despite occasional setbacks, such as in 1949-50, 1953-54, and the current leveling off, the cyclical movement has been upward. A realistic appraisal would reveal that this rising business cycle, rather than astute management, has in many cases accounted for the success of a large number of business firms. To the extent that greater reliance is being placed upon the business cycle to bail out the inefficient firm, I believe we are building up to quite a letdown. It seems to me that the path of greater wisdom, in periods of prosperity, is to strengthen a company's organization and operations so that it can easily withstand the stresses which occur during periods of leveling off. Financially, it is wise not to incur an indebtedness so heavy that occasional adjustments cannot be taken in stride.

The optimism which has been engendered through prosperous years has encouraged a widespread expansion of activities by business, government and the consumer. These expansionary activities have combined to place great pressure on the money market. The recent demand for loanable funds has been extremely strong with the inevitable result that the price of money, the interest rate, has moved sharply upward during the past few years from the extraordinarily low rates which prevailed during the 1930's and early 1940's. Viewed from a historical perspective, current interest rates are still quite

low, but taken from the depression period point of view, or seen from the days when a controlled money market existed, as during most of the 1940's, the current rates appear high. However, even with its low earning rate, the meat processing industry earns around 8 per cent on its capital *after taxes*, which makes current interest rates which are an expense before taxes seem relatively cheap.

What is the present outlook for interest rates? There is no doubt that current conditions will ease some of the pressures in the money market and the demand for loanable funds should fall off somewhat. There has already been a softening of the prime rate but, in general, it appears at present that the main rate structure will be fairly steady. One factor in determining bank interest rates is the supply and demand for loanable funds and only recently has there been a slight indication of an easing of the supply. Additionally, the factor of the cost of doing business enters into rates. Just as your own operating costs have increased rather sharply, so have the operating costs of financial institutions. The figures I have indicated that, overall, the operating expense of meat packers has increased approximately 75 per cent over the past 10 years. Much of this increase has grown out of a rising wage rate. When one recognizes that operating costs of financial institutions are made up predominantly of wages and salaries, it becomes clear that interest rates, which represent the main source of income to these financial institutions, cannot be expected to decline in direct proportion to the decline in the demand for loanable funds.

In many respects, the availability of funds is more important than the price paid for them. Even during the recent "tight money" period banks in the West had little difficulty in meeting all sound business loan requests and this condition should continue in the future.

**FINANCING:** Undoubtedly, there exists among your various concerns a wide variety of operations, financial structures and needs. Some of you may require little or no bank financing and others may require a great deal. Therefore, it is readily understandable that I cannot appear before you and give a solution to all of your individual financing problems. I shall, therefore, outline and review the various types of financing available and you may decide which, if any, are suitable for your own organization's needs.

Suppose we approach the subject of financing from the standpoint of a hypothetical company, the ABC Company, which has a complete operation, starting with its own feed lot and ending with meat sales to retailers or wholesalers. The company's financial needs may be divided roughly into two categories. First, that for current requirements, such as carrying of inventories of all types and accounts receivable, and secondly, that for capital purposes, such as plant and equipment acquisitions or modernization programs. The first are usually seasonal credits while the latter are normally term credits.

If the ABC Company is in a relatively strong financial condition, having a working capital position of around

\$2 or more in current assets for each \$1 in current liabilities and its operations have a seasonal fluctuation which will permit complete repayment of its current borrowing requirements once a year or more frequently, it probably qualifies for unsecured credit. Interest rates for this type of credit are usually lowest because of a smaller cost of handling and because of a minimum risk. There is no accurate way of measuring the amount of unsecured credit which may soundly be advanced to a business firm, although a simple rule of thumb would be that unsecured credit might match working capital on a dollar for dollar basis. There is more flexibility when dealing with large, well-established companies and also when total debt to net worth is low. Inability to liquidate unsecured credit seasonally indicates that either secured or term financing or both is needed.

**FEEDLOT FINANCING:** The ABC Company may finance its feedlot operations by unsecured credit if it qualifies. However, these operations may be financed on a continuous basis, secured by either a chattel mortgage or warehouse receipts on the livestock. Advances may be from 75 per cent to as high as 80 per cent of the value of livestock in the feedlot under either method for the feeding period of around 90 days. Chattel mortgage financing usually commences by completion of such a lien on livestock already on hand, either as security for a cash advance or as margin for subsequent purchases. Additional purchases are usually made by means of a bill of sale draft arrangement, which, simply stated, permits the ABC Company to pay for livestock by drawing a draft on the bank and negotiation of it by the seller passes title to the livestock to the lending institution. Periodically, the new acquisitions of livestock are covered by a new chattel mortgage. In order to preserve properly the validity of the lien, it is necessary that the amount loaned against livestock ready for sale or slaughter be paid off prior to withdrawal from the feedlot.

**WAREHOUSE LOANS:** Warehousing of livestock in the feedlot has been a very satisfactory method of financing and it may be preferable to chattel mortgage financing in some cases. The field warehouse company takes under lease the corral and other areas in which inventory to be pledged is to be located, and then issues warehouse receipts to the lender giving a complete description of each lot. Weights, grades and the kind of animals are shown. Advances are then made against these receipts. Releases are made against payment at loan ratio as livestock is released by the warehouse company's bonded agent.

Under either method it can be seen that the ABC Company can carry its feedlot operation with approximately 80 per cent in borrowed funds and 20 per cent of its own funds, plus its cost for feed and labor.

The rapid turnover of most inventories of meat makes financing unnecessary and impractical. However, such inventories may be financed where carried in cold storage or in frozen form by warehouse receipt methods for around 65 per cent of value. No doubt all of you are aware of the burden that the recent increased cost of inventories is creating on cash positions and perhaps more usage of inventory financing will be needed in the future.

The ABC Company may finance its government boned meat contract also by means of a warehouse receipt line of credit. Advances are usually at 75-85 per cent of the contracted sales price to the U. S. government. The bank must be satisfied that the warehouse receipts cover meat fully processed and inspected by the government inspectors and found to meet order specifications. As deliveries under these government purchase orders are made, advances up to 90, per cent or even 100 per cent against an assignment of the government claim may be obtained.



**CONVENTIONEERS** were photographed behind the counter in an old-time "butcher shop" at the booth of one exhibitor.

**INVENTORY LIEN LAW:** On January 2, 1958, a new inventory lien law went into effect in California. The extent to which it will be used in the future is presently unknown. There are many legal aspects untried and unknown and which will probably have to be tested in the courts.

Briefly, the law permits processors, manufacturers and wholesalers to give a lien to a lender on goods, parts and products in the process of manufacture or in a finished state. Suppliers of merchandise cannot be given a lien nor can producers of farm products or animal products give a lien.

Feedlot operators are considered producers and hence cannot give such a lien. However, meat processors and packers can clearly give such a lien on meats and by-products either in process or in form ready for sale. Procedures appear somewhat complicated and most lenders do not expect much use of them at present. However, ABC Company may wish to discuss this lien arrangement with its banker and watch for developments, as it may become useful in the future.

**RECEIVABLE LOANS:** A highly satisfactory method of financing its current requirements, which should not be overlooked by the ABC Company, is borrowing against an assignment of its accounts receivable. The Bank of America is one of the few banks which offers this type of financing service and those who have used it have become convinced of its soundness. Our bank does a huge volume of this type of financing, and nearly 10 per cent of our total volume comes from the meat packing industry. The gross interest cost is relatively high because of the heavy cost of handling. However, many companies have found that, since advances are retired as quickly as receivables are collected, the outstanding advances are less than they would be under loans or lines of credit which, from a practical standpoint, could not fluctuate up and down daily. Therefore, the actual net cost is no greater and in some cases is even less than that of other types of financing.

Advances are usually on a blanket assignment basis and at 80 per cent. Our experience is that average turnover is 14 days, usual terms are net seven days, and we have taken paper up to 45 days. Financing by means of an assignment of accounts receivable has become a common practice and borrowers should not hesitate to use this method for fear that it indicates financial weakness, for it does not.

It is virtually impossible to talk on a subject like this

one and keep away from a great many technical details.

The ABC Company may finance purchases of all types of income producing equipment, which can be identified by serial number and which would not become a part of real property, by conditional sales contracts or chattel mortgages. Such items would include scales, refrigeration equipment (other than walk-in-boxes), sausage making machinery, motor driven meat saws, etc. Down payments range from 25 per cent to 33 1/3 per cent and maturities from 24 months to 36 months.

All sizes of trucks may also be financed in this manner. The down payments also range from 25 to 33-1/3 per cent and terms range from 24 months on small trucks, to 36 months on medium trucks, to as high as 60 months on the very large trucks and trailers.

**TERM LOANS:** By law, banks are permitted to lend on real estate up to as high as 66 2/3 per cent of appraised value and for a period as long as 20 years. However, where special-purpose properties such as slaughterhouses, processing plants, storage plants and the like are involved, it is a common practice for banks to lend not more than 50 per cent of appraised value and to hold maturities to 10 years or less. As a matter of fact, some lenders avoid making loans on this type of security completely. However, the degree of special purpose usage, the value of the land, and the past stability of company earnings, will have a strong influence on a lender's decision to make such a loan.

You may be interested in knowing that where new construction is involved in connection with a real estate loan application, our bank offers a special service not usually available from other financial institutions. We maintain an engineering section within our appraisal department which carefully examines proposed building plans and works them over for the purpose of increasing the economy and soundness of the proposed construction, as well as the efficiency of the plant itself. In the meat packing business, where the profit margin is low, savings effected through increased efficiency of capital may mean the difference between a red or black figure on the income statement.

Let us now suppose that the ABC Company needs a term loan not on a real estate basis, but either on an unsecured basis, or secured by other fixed assets or other security, or supported by guarantees. This type of loan would commonly be needed to acquire additional facilities, to retire a partner's interest, to modernize or even, in some cases, to improve working capital.



STEADY STREAM of visitors moves through the suppliers' exhibits.



NORMAN BRAMMALL of Food Management, Inc., is discussing the use of labor and material cost standards in the new WSMFA accounting manual which will be released soon to members.

The term might be from three to five years, or, in some cases, even longer and monthly instalments would be normal. A prerequisite for a term loan is a good history of past performance and earnings. Over the past several years there should be a record of net profits and depreciation apart from that needed for replacements with which to service all existing and proposed debt instalments with an adequate margin of safety. A projection of labor savings through mechanization and increased efficiency can also be considered.

It is customary for this type of loan to be accompanied by a loan agreement which sets forth in detail the terms of future performance, for the mutual benefit of the company and the bank. Such matters as the maintenance of working capital, future investments in fixed assets, amount of dividends or withdrawals, maintenance of insurance, etc., are stipulated. The term loan agreement restrictions are basically aimed toward helping the business firm rather than to limit its operation.

**BANKING HELPS:** Finally, if ABC Company imports meats or products it should consider its bank's letter of credit facilities. Simply stated, this method assures the seller of payment and assures the company that its purchases are the quantity and quality agreed upon at the time of shipment and payment. The cost is nominal—usually 1/4 of 1 per cent of the amount, plus interest on any funds which might be loaned.

To obtain the most help from your banker, by all means keep him closely informed on all of your business affairs. Give him the bad news as well as the good. Complete frankness builds the confidence necessary in a good business-banking relationship.

The word credit is derived from the Latin word "credo" meaning "I believe." When your banker makes you a loan he says in effect, "I believe in you—your honesty, integrity and ability to perform your promise to repay the loan." This confidence must be earned and one important step in winning it is to keep your banker well and completely informed on your progress. In banking, where profit margins are narrow and depositors' money is being loaned, it is not possible to rely on doubtful and incomplete financial information. The unknown is feared.

The relationship between a western meat packer and his bank should be a mutually rewarding one. Certainly, we in the Bank of America value highly the friendship and business we have with many of our members. From your standpoint, you should have in your banker a source of friendly counsel and helpful guidance. Your banker is interested in your success and growth. He wants to supply you with the funds necessary to meet your business loan requirements at a reasonable cost.

## Retain Export Markets by Improving Products and Relations with Customers

Suggests Foreign Agricultural Service Expert M. A. DRISKO



I AM GLAD to discuss with you what the Department of Agriculture has been doing to develop and expand foreign markets for livestock by-products.

First, I'd like to outline the present overall foreign trade position of the United States as far as livestock products are concerned, and then briefly review our competitive position with respect to other leading meat producing countries of the world.

While the American housewife's interest is with the retail cuts of meat, the secondary products, such as tallow, hides and skins, lard, casings and variety meats, are in less demand and are depressed in price. We are, therefore, principally concerned with developing and maintaining markets for these products. While U. S. meat prices are not generally competitive in world markets, we can, and do, compete on the secondary products. With livestock and meat production in the United States at a continuing high level, expansion in exports of secondary products is essential. Any reduction in exports will have a detrimental effect on domestic prices. We, therefore, place great emphasis on foreign markets for the products of our industry.

**TALLOW:** In 1957, the United States produced 51 per cent of the world tallow and grease. It exported about 1,400,000,000 lbs., or approximately 45 per cent, of its production. This amounted to 78 per cent of the world exports. Major competitors for this tallow market are New Zealand, Argentina, Australia, Canada and the Netherlands.

Japan imported 212,000,000 lbs. of tallow from the United States in the first 11 months of 1957. This was 14,000,000 lbs. more than during the same period in 1956. The National Renderers Association has done an outstanding job of market development in Japan. We in the Department of Agriculture are more than pleased to note this increase.

I know that many members of this association are concerned about the serious drop in our tallow exports to Mexico during parts of 1957. Our attache in Mexico City has been doing everything possible to remedy this situation. I noticed, however, just before leaving Washington that our November exports to Mexico were 5,200,000 lbs. This is encouraging since exports had dropped to a record low of only 77,000 lbs. last June.

**HIDES:** In 1953 the United States shifted from a net importer to a net exporter of cattle hides and calf and kipskins. In 1951 we produced 29,000,000 hides and skins but exported only 700,000. Production for 1957 is estimated at 43,000,000 pieces and exports at almost 11,000,000. With this tremendous increase in production, and domestic use not keeping pace with production, imagine what the effect on hide prices would have been if we had not been able to find new markets.

Most of our cattle hide and calf and kipskin exports are now going to Japan, the Netherlands, Canada, Mexico, and West Germany. The United Kingdom and Yugoslavia are also good markets for our cattle hides. In

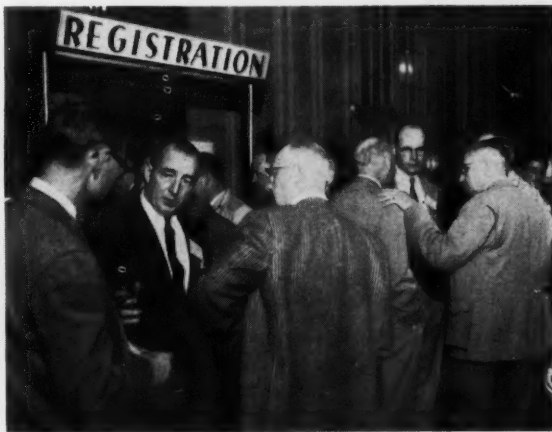
recent years Italy has shown a decided interest in our calf and kipskins.

International trade in hides and skins is keenly competitive and our exports must compete both quality-wise and price-wise with such leading exporters as Argentina, India, Brazil, Uruguay, New Zealand and Australia.

Argentina is the world's leading exporter of cattle hides. The United States, however, trails by less than 10 per cent and could take over the lead within the next three or four years. India, with an annual tanned hide production estimated at 25,600,000 pieces, is a major indirect competitor in world markets.

U. S. export figures on hides look encouraging. In January-November 1957, we shipped over 6,000,000 cattle hides, compared with 4,900,000 for all of 1956. Calf and kipskin exports for the 11-month period totaled about 3,000,000 pieces, only slightly less than the 12-month total for the previous year. We also have been cooperating in market development work in this field. With domestic hide prices at low levels throughout most of 1957, the importance of increased foreign sales is very significant. Fortunately, the situation for hide and skin exports for 1958 looks fairly bright. If prices remain competitive, exports should equal or surpass last year's record volume.

**EXPORT AID:** In trying to increase exports of meat by-products, we are constantly confronted with complications not typical of our domestic markets. For instance, many foreign governments have developed the protectionist attitude in seeking self-sufficiency. They have instituted high import fees and tariffs which seriously handicap United States export trade in meat and meat products. Multiple exchange rates and sanitary regulations are also being used effectively to restrict our trade. It is these, and similar barriers to our foreign trade, that the Department of Agriculture, in cooperation with your



CONVENTIONEERS who have just registered get together for a few minutes of meat packing conversation in front of the desk.

association, is constantly trying to overcome and settle.

The cooperation that the meat packing industry has given us in foreign market development work has been excellent, and I am sure that our joint efforts will prove highly successful. The recent survey in Europe in which you cooperated, along with the National Hide Association and the National Independent Meat Packers Association, brought to light many problems. The importance of these must not be underestimated if we are to compete successfully in international trade. We must remember, however—and I cannot emphasize this too strongly—completing a successful hide survey means nothing unless we have a constructive follow-up. Mr. Lyon and Mr. Braun did a wonderful job of acquainting us with the many problems we must overcome if we are to increase the demand for our products.

A few moments ago I mentioned the Japanese market development program in which we cooperated with the National Renderers Association. At present we are in the process of drafting a similar program designed to develop the Japanese market for hides and skins. Since your association has such a great interest in this market, we hope to have it assume the responsibilities of the principal cooperator in this project. Other cooperators besides the Department of Agriculture would be the National Independent Meat Packers Association and the National Hide Association.

**PERMANENT MARKETS:** When I was first asked to speak at this meeting I thought I would go into some detail as to benefits received by the tallow and grease, and hides and skins industries from government programs, such as Public Law 480, The Agricultural Trade Development Act, and Public Law 665, the Mutual Security Act. After thinking it over, however, I decided against it. I'm sure you all realize that such programs are temporary in nature—that they are just a means of priming the pump—and that our real objective is to develop permanent dollar markets.

The Department has taken a number of steps designed to assist you in expanding these permanent dollar markets. We are constantly working with foreign governments so that the by-products of the American meat industry will have less trouble with foreign trade barriers. Our agricultural attaches are located at 51 posts throughout the world. Their job is to be constantly on the alert to help move our products. They are always available for advice and assistance relative to any marketing problem you might encounter in a foreign country. Part of the duty of the U. S. Foreign Agricultural Service is to re-



ANIMATED GROUPS chat in the lobby before a general session.

port on competition from other countries and defend and assist American interests in trade negotiations. We also supply an international information service so that your publications can keep up to date on foreign production, exports, imports, competition, and policies. Our work covers participation in foreign trade fairs, demonstrations, and the marketing surveys I have mentioned, as well as consumer education.

Industry is to be commended for the vigor, boldness and inventiveness that it has come forth with to meet the marketing challenge.

The use of tallow in feed is a good example of this. I believe the latest estimate by the renderers association is that 400,000,000 lbs. of tallow will be used by the U. S. feed industry next year.

Last year was a year of great progress for the hides and skins industry. New machines were introduced that do a better job of de-fleshing, washing, and brine curing of hides; advances were made in getting the grub problem under control. Progress is now being made in the field of research designed to find new uses for hides, skins, and leather.

In conclusion, I would like to bring one more point to your attention. Since foreign competition is constantly increasing, we will only stay in the export business to the extent we are willing to fight for it by improving the quality of the products we have to offer, and by constantly bettering relations with customers abroad.

I believe your industry has made excellent progress so far in development of new markets, and that even though there is still much to be done, you are heading right.



WSMPA's new cost accounting manual is being described to an attentive audience by Norman Brammall, president of Food Management, Inc., and Ellis T. McClure, a consultant of the same firm. The new manual emphasizes the use of labor and material standards in packinghouse cost determination.

## WSMPA Tallow and Hides

### Dollars Spent for Tallow Research Now May Avert Need for Costly Crash Program Later

Warns E. A. HERRGOTT of Herrgott & Wilson

**T**HE HISTORY of tallow and soap is well recorded. Up until 1940 they were twins. We now face the problem that tallow has largely been replaced in the fields of soaps and cleansers by petro-chemicals.

Up until 1940, 90 per cent of all inedible tallow, some edible tallow, and even some lard went into the soap kettle. Supply and demand were quite evenly balanced. In these prior years, the price of vegetable oils, and economic conditions, were the main influence on tallow prices. They went to 2c a lb. in the depression (1932), and up to 8 or 9c in boom periods.

Production gradually climbed from 427,000,000 lbs. in 1912 (the earliest recorded figure) to 1,000,000,000 lbs. in 1940, all the time enjoying a ready market from the soap makers, with very small quantities finding a miscellaneous market in the laboratory field and others. Quality was not too important to soap makers.

Bear in mind that World War II started in Europe in 1939, and it was quite evident that we would eventually be involved. Did the price of tallow go up? No, it was down to about 5c per lb. before Pearl Harbor. Why 5c per lb.? We had only a few customers in a one end-product market, namely, soap. Exports were only about 5 per cent of the total market.

As the war spread, the need for animal fats became more urgent, and the government resorted to red points to save them in our homes. Priorities were obtainable, and tallow plants sprang up in many rural areas to salvage every dead animal and other fat bearing waste material. The drive was intensive, and production has since climbed to a peak of over 3,000,000,000 lbs. in 1956 and just about 3,000,000,000 lbs. in 1957.

**TROUBLE AHEAD:** In 1944 we learned that Germany was making synthetic butter and fats from a coal tar base and that a little bit of so-called "salt water" soap was being produced in the U. S. for our Navy. We knew that the U. S. could not consume all the tallow being produced, and decided the rendering industry must do something, or find ourselves in a precarious position when the war was over. We might even be out of business, with only the packers making tallow because they faced a disposal problem for their offal. Even all of that tallow might not find a market in the post-war years.

Two of the directors of the Pacific Coast Renderers Association went to Chicago in mid-1944 and laid our views before the board of directors of National Renderers Association. We proposed that a research program be started immediately to find new uses for our post-war surplus. We met a stone wall. The only result was an amendment to the by-laws prohibiting a director to be represented by proxy. They told us that research was a waste of money. It took six or seven years to sell the industry on research. Finally, a group of renderers on the Pacific Coast started it in 1951 by contributing to a program at Stanford Research Institute. Today, this corporation, which is known as Tallow Research, Inc., is doing some remarkable work. Research costs money, and

more of it is needed to explore, not the discovery of new products for they have the basic work done there, but to develop them into commercial products. I believe the potential is such that in ten years we may once again consume a major portion of our production in the U. S. We would then export only a minor percentage of our tallow output.

In 1958, and maybe for a few years beyond, we are in this position: we produce 3,000,000,000 lbs. a year and consume only 53 per cent of it. The tail is wagging the dog, as our market price is now made in the world markets and not by internal supply and demand. The Association of American Soap and Glycerine Producers says detergents had 70.7 per cent of the tonnage in the January-September, 1957 period, topping the all-time high period in 1956, while sales of soap declined 7 per cent in tonnage.

Liquid detergents, it is predicted, will replace the dry granulated form. Tallow-based granulated soaps are now difficult to find in grocery stores and will soon disappear. Their limited market will be confined to a few die-hards like myself, who will use paper plates before detergents will enter my house.

Up until early 1957 we at least still had the toilet bar soap business using probably 30 per cent of our tallow production, or perhaps 800,000,000 lbs. Now this is threatened by the detergent based toilet bars such as Procter's "Zest," Colgate's "Vel," and Lever's "Dove." So, in a few years, our toilet soap business could go down the drain.

**SOME GAINS MADE:** Fortunately, there are a few plus signs in the picture.

1. Tallow and grease are now being consumed as animal and poultry feed ingredients at a rate of 400,000,000 lbs. a year. This rate should double in five years. Does this solve our problems? No, it does not because during these five years we may be losing the toilet soap business, and adding perhaps 500,000,000 lbs. to our annual production of fats.

2. The U. S. Department of Agriculture's Eastern Research Laboratory at Philadelphia has made some excellent progress in the discovery of new uses for tallow. One new outlet will use 40,000,000 lbs. a year, and another a greater or lesser amount. By no means do I belittle their discoveries. The potential is great, but it takes years to get these new products into commercial production and into consumer products. Other research programs sponsored by the NRA, now at the rate of \$100,000 per year, have made progress, but it is a question of too little, though perhaps not too late. We are in a position somewhat like a leaky ship. We must man the pumps now with money, unless the people who produce tallow want to carry substantial stocks and wait for the discovery of new uses, or sell it cheap.

3. We do have a good export market for our surplus tallow. Last year, the Pacific Coast exported about 100,000 tons to Japan and smaller quantities to Formosa and

Korea. Japan, our best customer, expects to increase its tallow requirements to 140,000 tons by 1960. The main problem here, is whether the importers will have the dollars to pay you. They are living today on borrowed dollars loaned by the World Bank, the Import and Export Bank and the U. S. government. All of our sales of tallow to Formosa and Korea are financed by ICA funds. Last year we exported a total of 130,000,000 lbs. of tallow under ICA and PL 480 programs. If this rather insignificant amount—about 5 per cent of our production—had remained unsold in this country, I venture to guess the market level would have been  $\frac{1}{2}$ c a lb. or more lower. The market is that sensitive to selling pressure. We are in the position of trying to sell tallow, and even hides, to buyers who need them badly but are dollar broke. I would like to think they will be better off financially in a few years, but this can only come about if we buy more of their goods, and they can use the money to buy more of ours. Such is world trade.

**DETERGENTS ABROAD:** So much for the present. Before delving into the future, I should like to mention that Japan produced 22,447 tons of detergents in 1956, an increase of 45 per cent over 1955. However, only 7,700 tons had a petroleum base and the balance was derived from fatty alcohols which probably means mainly coconut oil. Total soap production in Japan showed an increase of only 6 per cent, slowing down from the 16 per cent increase in 1955 over 1954. The trend is apparent, and parallels the switch from soaps to detergents in this country. Alkane, the base for detergents, is being shipped right from San Francisco Bay area to Japan in bulk steamer tanks. Business is business, but never-the-less it is a knife in our heart. A similar situation is developing in Europe, today a big market for our tallow.

It looks as though the future holds trouble for producers of edible and inedible animal fats. Why the edible? Because they are under suspicion of causing coronary disease. Just as cigarettes are being accused of causing respiratory trouble, the saturated fats, of which animal fats are the major examples, are being blamed. This situation will eventually restrict their consumption.

Inedible tallow needs a friend, and that friend should be a new customer in a new field of consumption and he must live in the United States. Why? Because American businessmen have a quaint custom of demanding to be paid in dollars, which we believe to be the only solid money in this wide world. It just isn't true, but I don't expect the fallacy to change. That is why we need exporters who will pay us in dollars, yet accept a foreign currency in payment for our tallow, or by importing Japanese goods, give them the dollars to pay us. That is why we now have money brokers in New York who will give us a rate of exchange for most of the foreign currencies. We shy away from foreign money just as sound as ours. We are a provincial people. Our government is making it possible to export agricultural surpluses under our PL 480 program by making dollars available to our foreign friends and taking in exchange the currencies of the participating foreign countries. The money is spent in those countries for services, development of their industries, water conservation programs, sanitation, and other projects. However, the day may come sooner than we think when farmers will be told to raise wheat, corn, cotton, rice, peanuts, etc., in such amounts as are needed, and told to operate in a free market with no help from our government in the form of parity prices, subsidies on exports, soil banks, and other methods of assistance.

Tallow is now on the agricultural surplus list. The Department of Agriculture has stated that no PL 480



**AT MARKETING AGENCIES SESSION:** R. C. Symon, Symon & Brady; Harold G. Hammer, Hammer Order Buyers; Don Kenny, Salt Lake City Stockyards, and Prosser Clark, Benson, Bodine and Clark.

funds will be allocated in 1958 for the export of tallow. Where do we go from here? In the next five to ten years we could accumulate 1,000,000,000 lbs. of tallow unsold, and who will own it? You, the packer and the renderer.

**MORE MONEY NEEDED:** It is my considered opinion that every packer and every renderer in the United States should be contributing to research programs. Today we are spending, at most, less than \$250,000 and the government at the Philadelphia regional laboratory is spending about \$100,000 a year. We should be spending at least \$1,000,000 a year on private research, or about one-third of 1 per cent of our total tallow sales. The average level for most industrial research is 3 per cent of sales. It looks as though I am being too conservative with your money.

I am fully aware that \$1,000,000 is beyond the ability of the packers and renderers along the Pacific Coast. If we represent only 10 per cent of the national volume, we should put up \$100,000, or whatever the ratio may be. Tallow Research, Inc., with only 18 contributors, is spending \$30,000 a year at Stanford Research Institute. In addition, the renderers along the Pacific Coast are paying \$26,000 this year towards research programs sponsored by the National Renderers Association. This sum is not enough, but it is all we can collect now. The packers should join in these projects to find new uses for tallow. It is an urgent matter, not only to prevent the tying up of your cash resources while awaiting a sale, but where are you going to put the fat while you do? Not in drums, for we can't sell it that way.

I have tried to forecast the future as best I can see it. While I am quite willing to trust that somehow somebody will take care of our surplus tallow in the years to come, I much prefer to follow the old adage that "an ounce of prevention is worth a pound of cure." A dollar contributed this year will cost far less than a crash program started five years from now, and you can add another five years for results.

I also want to suggest adoption of the trading rules approved by the Pacific Coast Renderers Association and approved in principle by interested individuals in Japan. These rules spell out trading procedures and fix responsibilities. They should be used. The code of quality for meat scraps of the PCRA should be used to bring the quality of meat packer product to the high level of the renderers.

In conclusion, I want to make a strong plea to your association and industry to raise at least \$10,000 in 1958 to accelerate the research program of Tallow Research, Inc. I can assure you that you will be putting the money in most capable hands. This is the only way I know to provide a sound and permanent domestic market for your tallow. I hope to see the day five or ten years hence, when we will consume 75 per cent of our output, and export 25 per cent. When that happens, the dog will wag the tail.

# every old crow thinks her babe is Bee-u-tiful

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## WSMPA Tallow and Hides

### Better Looks and Cure and Technical Aid for Foreign Tanners Would Help U. S. Hide Exports

Reports Export Analyst ROBERT BRAUN of Harold Braun & Co.

**T**O MOST of the domestic hide people, export frequently seems to be more or less the bastard offspring of what is a difficult enough business in the first place. It conjures up visions of subsidized, not-too-smart people, giving us money that is rightfully ours anyhow, because we gave it to them in the first place, and then being difficult about how much and what they get for our money. Nothing is further from the truth. To begin with, in excess of 90 per cent of all U. S. hides exported are being paid for with money earned in the market place just as is yours and mine. No dollar grants from a beneficent Uncle Sam or a paternalistic local government pay for them. They buy hides, make leather, sell the leather profitably and start the cycle over. There are no miracles there. They spend their hard-earned money—not ours—and certainly theirs is as hard earned as ours is if not more so.

Admittedly, there was a time at the end of World War II when with our Marshall Plan and ECA programs we helped the leather industry in Europe back onto its feet, but that period is now long gone. I might add, however, that it is still well remembered since we saw many pieces of American-made tanning machinery bearing brass plaques attesting to the fact that they were purchased with U. S. funds under one of these programs.

Let me talk for a minute about how much these people know about buying of hides. With their per-hour labor rates appreciably lower than ours, they are well able to afford the time necessary to keep detailed result figures. They know fully as much if not more than our domestic tanners do about the results they get from all of the parcels they purchase.

**COMPETITION:** Furthermore, they do their buying in a highly competitive market. They are so situated geographically that they can pick and choose from all of the hide producing areas of the world. To give you some idea of what this means I want to tell you about Trade Day in Milan. Each Wednesday afternoon the hide and leather people from the entire area gather in a large hall in the financial district of Milan. All the major and minor world hide firms are represented as well as all of the local hide companies. They locate informally at tables in the room to negotiate with the North Italian tanners. Any buyer there can within a few minutes examine countless offerings of all types, varieties and origins. From the tanners' point of view it's a wonderful way to buy hides, but from the hideman's viewpoint you can't imagine a more highly competitive situation. Under these circumstances only a fool would not place emphasis on how much and what. This scene, as I said, takes place in Milan, but the intensity of competition in the sale of hides and skins is similar in all of Europe.

There's an old "saw" that no one ever threw a hide away and, fortunately, this continues to be true. However, it has been apparent in our country for the past few years that a maximum of about 24,000,000 hides satisfies our domestic leather requirements. So long as our coun-

try's beef appetite and livestock population maintain our kill at about 28,000,000 cattle per year, and barring someone's discovery of some sensational new use for our product, we are going to continue to need export markets. If the experts are correct in believing that our population will continue to grow, and if we can assume that increased production of beef for all these new mouths will come with this growth, our hide surplus will also continue to grow. It is sad but true that our present per capita leather consumption figure seems to be permanently separated from our per capita beef consumption figure.

From the hide producer's point of view, if we can make our hides sought after enough by the whole world, not only will we not have to throw any of them away but this demand should also help to increase their value. Of course, the greatest single factor controlling export is price. When our hides, due to seasonal domestic factors, became too high in relation to world hide prices, exportation ceases. This situation is simple economics and poses no problem as at that moment the domestic tanning industry is absorbing our production. Our concern is with those things that will make our hides and skins more attractive to the export user within the competitive structure of the world hide market.

I spoke earlier about Trade Day in Milan and the North Italian tanners shopping for hides. The man who is using some U. S. hides is only one part of the problem. The other part is the man who has not used any of our rawstock. In general, the larger tanners, of whom there are a good number, have tried our hides. The smaller tanners, who in the aggregate constitute a large part of the market, are much less familiar with our material. It is in this area that market development can be most fruitful.

**BETTER LOOKS WOULD HELP:** Although "eye appeal" is a phrase not generally used in relation to hides, improvement in it would greatly help to introduce them. Admittedly, "eye appeal" may have little if anything to do with quality, but when the buyer looks at our hides on arrival in a foreign port and sees alongside them some beautifully white Argentine hides, his disposition is certainly not towards our product. All things being equal, we are immediately at the short end of the stick.

This is not something expensive for you to correct. The simple matter of keeping bundles clean in your warehouse and seeing to it that freight cars and trucks are clean before loading would help a great deal. A few less lay marks and rust stains won't hurt tanners' yield figures either for that matter.

Of course, getting a man to try United States hides is only the first part of the battle. The small tanner is, generally speaking, a specialist. With a limited producing capacity he usually makes a very limited line of leathers. As a result he is most critical of and most concerned that the hides he buys are suitable for his product and his product only. To him 50 thin hides in a plump parcel, or 50 plump hides in a thin parcel, constitute major

catastrophes. He has no use for them. They do not make the kind of leather he is able to sell. Keep in mind, of course, that 50 hides may well be 10 or even 20 per cent of his parcel, or, for that matter, 10 or 20 per cent of a week's production. Add to this the fact that he is undoubtedly not capitalized too well, and that he now has a part of his small capital tied up in material for which he has no practical use.

Although the economic ramifications of the large tanner getting exactly what he buys are slightly different, his concern is the same. He is buying material a half a world or more away. In order to do this he binds the seller and is himself bound by a very specific contract. As a result he makes an extremely careful inspection of his purchases on arrival at port of destination. Let me call your attention here to the fact that the inspection is made at the port and not at his tannery. The parcel is intact and still bears the original marks.

I admit that inspection standards are generally more exacting in the rest of the world than they are in our country. Our labor costs are such that it is probably not economically feasible for us to adhere entirely to their standards, but in the interests of good and continued business, every effort should be made to conform as closely as possible. They have a great deal of trouble understanding cows in heifers or steers, thin hides in parcels described as plump and medium, and are considerably more exact about manure allowances.

On this subject let me say that our heavy manure detracts greatly from the salability of our hides in manure season. In any evaluation you might make of hide handling methods the improved export acceptance of hides from which the manure has been eliminated should be given full consideration.

**DETERIORATION:** The next things I want to mention are so familiar to all of you that I'm sure you can play the music to my lyrics. Adequate amounts of new salt, a full 30-day cure, etc., etc., etc., are needed. The sad truth is that even hides cured with the greatest of care often arrive at their destination in less than satisfactory condition. We inspected hides in Europe out of the best of our big packer plants which arrived there heated, bright flaming red, and beginning to stink. Under these circumstances the producer who is not giving his

material a "full count" here has the deck stacked against him before he even begins.

The best that can be said for our present methods of hide preservation is that, although they may be adequate for domestic shipment, they are frequently inadequate for export shipment. We have recommended most strongly to the trade associations which sponsored our trip, as well as to the Department of Agriculture, that a research project be initiated as promptly as possible to determine the causes of heating and salt stain and to find an economical method which will better preserve hides and skins, either in the form of an improved technique in the original cure or as a safety additive for the cured stock.

Although the exact number of surplus hides in our country is mentioned frequently, this figure is not the entire story. Unfortunately, our sole leather type hides, of which substantial numbers are produced on the West Coast, constitute a disproportionate part of the surplus. This hide seems least attractive to the European users.

We found many European tanners who claimed they were unable to produce satisfactory sole leather from U. S. hides. They stated that due to their fiber structure our hides did not produce hard sole leather. They also complained about the great amount of fat contained in the hide substance which causes soft, spongy, and fat-stained spots. It is true that no other country in the world feeds its cattle the way we do here. However, these tanners all admitted having seen U. S. sole leather tanned from U. S. hides that was excellent. These two problems restrict the sale of our hides to sole leather tanners abroad. We have taken this matter up with the Foreign Agriculture Service of the Department of Agriculture and are hopeful that it will be able to arrange to send a qualified technician to Europe to consult with and assist European sole leather tanners in processing our hides.

The formation of an authoritative body to meet periodically to answer questions concerning accepted trade practices and standards would greatly facilitate export business. We have recommended the formation of such a committee composed of knowledgeable industry representatives. Big and small hide dealers, tanners, packers, brokers and exporters should be represented on such a committee. Their answers could eventually form an anthology of U. S. hide standards and practices.



EXHIBITION of a number of new products, several of them in the packaging field, drew hundreds of packers to the suppliers' exposition during the twelfth annual meeting of WSMPA. This photograph shows one corner of the room in which 55 supply and equipment companies displayed their wares to curious and eager visitors.

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\*Photos courtesy of French Brothers Beef Company, Inc., Hookset, N. H.

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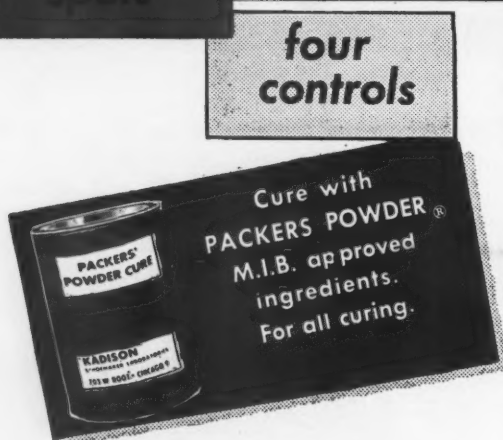
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# Systemic Compounds May Reduce Pest Losses in Animal By-Products and Meat



Reports USDA Entomologist A. W. LINDQUIST

**T**HE ECONOMICAL production, processing, and distribution of ample supplies of high quality meat and meat products is of interest to all citizens. Americans consume about 160 lbs. of meat per person each year. This rate may increase as people obtain a better understanding of its nutritive value and their incomes rise. Furthermore, the population of the United States is expanding at the rate of over 4,000,000 persons per year, so that the current 173,000,000 people will become about 200,000,000 by 1965, only seven years hence. Livestock production must increase considerably over the next several years to meet the food demands of the nation.

One way to increase production of livestock, and do it economically, is to provide for better control of insects that plague animals and carry animal diseases. All our domestic livestock are subject to attack by many kinds of insects throughout the year. During the summer they are molested by biting flies, mosquitoes, ticks, and screw-worms. Even during the winter animals are usually infested with lice, mites, cattle grubs, and some ticks. This constant irritation and blood loss interfere with proper weight gains and thriftiness.

The most common cattle insect is the horn fly, a small biting fly found in all parts of the country. A few years ago it was determined in Kansas that cattle sprayed with DDT, and thus protected against these flies, gained about 5 lbs. more than did unsprayed animals in a two-month period. Thus production was increased at a small cost. It has been my observation in the West that many cattlemen do not take full advantage of the horn fly control methods available to them.

Losses due to direct insect attack on livestock in the United States have been conservatively estimated at over \$500,000,000 annually. This does not include losses caused by diseases that are carried by insects. Some of the insect losses can be prevented now, and research must be encouraged to find ways of reducing losses further. Measures are available for the control of cattle, sheep, goat, and hog lice, and cattle ticks, as well as the horn fly. Much better ways are needed to control the stable fly, horse and deer flies, other biting flies, and mosquitoes.

**RESISTANCE AND RESIDUES:** Let us review some of the problems in our research on insect control. The two major troubles facing us are resistance to insecticides and the appearance of residues in animal tissues following their use on livestock or forage crops.

Insect resistance was first evident in the house fly, a bothersome and filthy disease-carrying insect, in about 1957. It soon became almost immune to DDT and similar materials. Different kinds of mosquitoes in many places over the world became difficult to control with the modern insecticides. Cockroaches, fleas, and some ticks also became resistant. Last fall the first authentic record of resistance in cattle lice to DDT and lindane was noted in Virginia. Sheep and goat lice in Texas are reported to be much more difficult to control now with insecticides than was formerly the case.

We are very fortunate that other flies and most species of ticks, have not as yet shown resistance. How long currently recommended insecticides will remain effective against these pests is a matter of conjecture, however.

To combat resistance researchers in industry as well as in federal and state institutions must spend months or years in developing effective and safe substitute materials. These costly efforts and extra work hinder the research necessary in developing new approaches to insect control and eventual eradication.

The residue problem has been a difficult one for several years. Most of the insecticides brought into use during the last 15 years tend to appear in milk or animal tissues, particularly the fat. An enormous amount of research has been directed to develop sensitive methods of measuring even small amounts of insecticides stored in plants, meat, milk, and eggs under different conditions of usage.

Public Law No. 518, an amendment to the Food, Drug and Cosmetics Act, provides that the Department of Health, Education and Welfare will establish tolerances for insecticides in food products. The Department of Agriculture must certify to the usefulness of each pesticide chemical for which a tolerance or exemption from tolerance is sought and give an opinion as to the amount of residue likely to be found on specified commodities. The object of the legislation, passed in 1954, was to protect the public from undue exposure to possible insecticide hazards.

Several insecticides have been cleared since this legislation was enacted, and are recommended for use on livestock. For meat animals these materials include toxaphene, methoxychlor, malathion, Dow ET-57, and lindane for certain uses. On dairy animals we are limited to methoxychlor as a dust only, synergized pyrethrum, rotenone, Lethane, and Thanite, which may also be used on meat animals.

Although progress has been made in the development of safe insecticides, much more work needs to be done in order to have the best and lowest cost materials available for a great number of insect problems.

**SYSTEMICS:** The systemic insecticides, especially for the control of cattle grubs, have had an appeal to growers, meat packers, and the general public, because this new approach to insect control promises better results than conventional treatments. By systemic insecticides we mean those that enter the body tissues and destroy insects in or on the animal, such as cattle grubs, flies, mosquitoes, ticks, and lice. The most promising use of systemics is for cattle grubs, although research may develop materials and methods that will provide effective and practical ways for livestock producers to destroy blood-sucking insects.

In the experimental work with systemics for control of cattle grubs the main objectives have been to find and explore the usefulness of compounds that will destroy young grubs before they are visible in the back,

thus preventing flesh and hide damage, as well as to rid the hosts of the parasite for general improvement of their health. Young grubs that hatch from eggs laid on the hair of the animal migrate into the body, where they remain for about nine months before showing up in the back. A single effective treatment administered early in this period would make grub control easier and more economical than rotenone sprays, which have to be applied two or three times during the winter and spring seasons.

Insecticides may act systemically when applied in different ways. They may be administered orally as a drench or bolus, injected subcutaneously or intramuscularly, sprayed on the skin, or incorporated with the feed. A certain material may kill insects when given via the stomach but not when applied externally, or the reverse of this. Dow ET-57, for example, is highly effective when given orally, but not when sprayed on animals. On the other hand, Bayer 21/199, a promising systemic, is much less effective when given orally than when sprayed on the animal. So far only one or two experimental materials have shown systemic activity when given intramuscularly. This method of administration would probably appeal to many growers, but the big problem is that present systemics require larger dosages than can be given as simple injections into the muscle. Our researchers would like to find a material that would be effective as an insecticide in dosages of only a few milliliters.

Not only must every compound be tested in different ways to determine its effectiveness, but it must also be evaluated in different classes of animals against different insects. The safety of an insecticide to man and animals must be carefully studied. All this adds up to long-term research before we know enough about a new compound to recommend it for general use.

Most of the research in the U. S. Department of Agriculture is carried on at our Kerrville, Texas, and Corvallis, Oregon, laboratories. At Kerrville a screening technique has been perfected by which compounds are given preliminary evaluation in the laboratory. Guinea pigs are used as hosts, and screw-worm larvae, blood-sucking stable flies, and ticks as the test insects. If a compound shows systemic properties and no undue toxicity to the host, it is then tried out on the larger farm animals, including cattle that harbor cattle grubs.



PACKERS registered quickly and then went on to obtain their tickets for the annual dinner dance and the ladies' activities.

**DOW ET-57:** The discovery of the systemic properties of Dow ET-57 at our Corvallis and Kerrville laboratories in 1955 marked a major advance in studies on cattle grub treatment. This was the first material found to kill young grubs in cattle before they appeared in lumps on the back. It was shown to be effective against both the northern and the common types of cattle grubs.

An extensive research program by federal, state, and industry demonstrated that the oral administration of this compound at the rate of 90-110 milliliters per kilogram (about 1 oz. per 600 lbs.) of body weight after heel fly season will give 85 to 100 per cent control of cattle grubs. It is not effective when applied as an external spray or subcutaneous injection. Preliminary information obtained by state and industry workers indicates that the incorporation of insecticide in feed at low levels of five parts per million or less will also provide control. More work is under way to determine the safety and effectiveness of low-level feeding. If this type of administration proves satisfactory, it will have use in many feedlot operations.

Careful study with radioactive Dow ET-57 has shown that the insecticide is quickly absorbed in the intestinal tract, distributed throughout the body, and rapidly eliminated. Most of the elimination occurs in the urine, but the original compound has been largely changed to other materials. In about two weeks nearly all the administered dose has been eliminated and only trace amounts remain for another two or three weeks, after which no chemicals have been found in animal tissues. In order to be sure that no traces are present in the edible portions of meat from treated animals, a 60-day waiting period between treatment and slaughter was established.

Studies with blood-sucking stable flies, show that the insecticidal effect of this compound in the animal is very short, only one to two days. Just how it destroys grubs in the animal is not definitely known. It may be a direct action or through its metabolites. Whatever the toxic material, it may act in a roundabout way in destroying the grubs; for example, it may upset the enzymes regulating the grubs' migrating habits and thus cause eventual death.

Dow ET-57 has been found safe to use on cattle at the recommended dosages, but occasional symptoms of only a few minutes' or hours' duration may occur. Overdosing may result in bloat, increased salivation, leg weakness, and diarrhea. Mild symptoms of poisoning have occurred in a few animals, but these attacks appear to have been associated with certain feeding practices in feedlots.

Dow ET-57 is not very effective against cattle lice. It has little if any systemic activity against ticks, but flies taking blood meals for a day or two after treatment are killed.

Practical field tests have given some evidence that low level feeding may reduce horn fly populations. It is not definitely known whether such feeding kills the bloodsucking flies or small amounts of the insecticide in the feces prevent breeding. At the present Dow ET-57 shows more promise for control of cattle grubs than other insects.

**BAYER 21/199:** Our researchers found Bayer 21/199, an organic phosphorus insecticide, to have systemic properties. When applied as an overall body spray, this material is absorbed by the skin and is translocated throughout the body. It is highly effective against grubs when the animals are thoroughly sprayed once with an 0.5 to 0.75 per cent concentration several weeks

before grubs encyst in the back. Oral administration is not very effective.

Large-scale tests are underway by state and federal workers in many places to verify preliminary work obtained a year ago and find out whether this material is practical under different livestock growing situations. All the results of these tests will not be available until about June. However, the information obtained thus far suggests that it has great potential for grub control. It has systemic action for only one or two days against bloodsucking stable flies. In these tests care was taken to prevent the insecticide on the hair and skin from contaminating the flies. Since it kills most insects by direct action, the question arose as to how effective it might be on insects resting on the animal. Field experiments last summer showed that a 0.5-per cent spray will control horn flies for 15 to 25 days before respraying is required.

Research brought out another important use of this insecticide. It was found to give protection to animals, especially sheep and goats, against screw-worm attack up to 14 days. It destroys screw-worms present in wounds and also those that develop in new or old wounds several days after treatment. There is evidence that it act systemically against screw-worms for a short period, but its effectiveness apparently is due almost entirely to flaking off the hair and falling into wounds. Should this insecticide prove to protect all classes of livestock against screw-worm attack for two weeks under various weather conditions, it will provide a great advance in the control of this serious insect pest.

Work is under way to determine the distribution and amount of the material in various animal tissues and the hazards to animals and to man consuming meat from treated animals. This research will not be complete until late in the spring, and at that time the data on safety and effectiveness will be reviewed. If present indications are borne out, the compound should have a good chance of approval for control of cattle grubs and perhaps other insects.

American Cyanamid 12880, known chemically as 0,0-dimethyl S-(N-methylcarbamoylmethyl) phosphorodithioate, has shown promise in preliminary tests. It has systemic action at considerably lower dosages than other organic phosphorus insecticides examined and destroys grubs when administered intramuscularly as well as orally. However, it also produces toxic symptoms at lower dosages, and more research is needed to determine its advantages and limitations.

**OTHER SYSTEMIC COMPOUNDS:** The screening program is continuing at our Kerrville laboratory, and several materials, primarily organic phosphorus compounds, are in various stages of study. The prospects are good that safer and more effective materials will be found during the next few years. Industrial chemists are synthesizing hundreds of new materials, many of which are related to those now showing systemic properties. Our Department and state workers are co-operating with industry in this research.

At this date Dow ET-57 is the only systemic insecticide that has been registered and recommended by the U. S. Department of Agriculture. It is available in local areas in four states, and several thousand cattle were treated last fall. State, federal, and industry workers are watching the situation, and looking particularly for problems that might arise as well as

evaluating its effectiveness under practical conditions.

To avoid contamination of meat, cattle should not be treated within 60 days of slaughter. Lactating animals should not be treated at any time. For best results treatments should be made after the heel fly season and before grubs appear in the back. Usually this is June through October in southern areas and September through December in northern areas, but local conditions will affect the time of treatment; state and federal entomologists should therefore be consulted.

Recently many people have asked if it is possible to eradicate cattle grubs from the United States. No one can answer this question with absolute certainty. Let us discuss some of the points to be considered in studying this problem.

It seems necessary to have available an insecticide that has been proved to provide a high degree of destruction of grubs, preferably 100 per cent under all conditions, and be easy to administer. With new systemics in various stages of development, considerable thought and experimentation will be necessary to determine which are the most effective and desirable. At present no systemic is available which will not be secreted in milk when given to dairy cattle. Since the Food and Drug Administration has established zero tolerance of insecticides in milk, some plan of treating dairy animals so as to avoid residues will have to be worked out.

If we have effective and safe systemic materials, it seems theoretically possible to eliminate grubs from the United States. Cattle grubs are not found in wild animals or any domestic animals other than cattle. Canada and Mexico would very likely have a great interest in an eradication effort. Such a program would require participation by all owners, even those with only one or two head of cattle. Eradication of grubs is certainly a worthwhile objective, and should be carefully considered, but such an endeavor should not be undertaken until research has thoroughly explored the advantages and disadvantages of several promising materials now under study.

The cost of cattle grub control and economic gain by the grower have aroused discussion recently. Apparently livestock buyers examine cattle carefully, and often infested cattle are docked in price, sometimes as much as several dollars per head. The grower usually is unaware of this price reduction. Meat packers know that carcasses of infested animals have a lower value, and damage to hides is recognized by buyers of hides and processors of leather. When the grower understands that these losses can be prevented and that it is economically advantageous to do so, he will be more willing to control grubs.

In conclusion, therefore, it appears to me that insect control can play a vital part in economical production of livestock needed to feed the rapidly expanding population in the United States. Obstacles—such as insect resistance and the danger of leaving residues in animal and plant products—must be overcome in order to have the most effective and lowest cost control. Research progress has been excellent in some areas, as in control of cattle grubs with systemics and of horn flies and lice with safe sprays. Some insect pests of livestock, such as the stable fly, horn fly, and mosquitoes, are very difficult to control, but it is believed that by a continuation of intensive research we can find ways to protect animals and thereby make them more productive.

### Use of Ascorbates in Primal Cut Curing is Not Simple But Does Yield Benefits



Reports Merck & Co. Chemist G. PURDUE

**M**OST of you are familiar with the use and benefits of ascorbates in curing sausage products. Shorter curing time, greater color development, improved color retention, and reduced shrink are some of the advantages expected in the sausage application of ascorbates. The very nature of ascorbates and their method of application in sausage meats are so simple that relatively little care is required, and results are usually dramatic and easily observed. It's simply a matter of adding the desired amount of ascorbate in solution or in a spice mixture to the emulsion and then modifying certain features of the process to gain maximum benefits, for example, elimination of the precuring period and/or reduction of smokehouse time.

What about the use of ascorbates in the curing of primal cuts, for example, ham, bacon and corned beef? Is this just as simple and straightforward as the sausage application? Are the results just as dramatic? The answer to the first question is "no." In using ascorbates as curing adjuncts for primal cuts, an entirely different set of circumstances prevails and operating conditions must be adjusted to fit these circumstances. The use of ascorbates in primal cuts is no longer a case of simple addition and waiting for the results as with the sausage products. In order for ascorbates to do their intended job in hams and the rest, it is necessary that a certain amount of attention be given to factors influencing the interaction of ascorbates and nitrite in pickle solutions.

The answer to the second question is usually "no" also. That is, the use of ascorbates in primal cuts does not always produce results as dramatic as those experienced in connection with sausage products.

**HOW SAUSAGE AND CUTS DIFFER:** Before discussing the factors influencing the interaction of ascorbates and nitrite in pickle solutions, it is well to consider first some of the most fundamental differences between the physical makeup of sausage and primal cuts and how these differences influence the progress of curing. These comments are made at the risk of rehashing what is known, but the very obviousness of these physical differences can lead to their being overlooked and, consequently, to a failure to recognize how ascorbates can be used most effectively and what limitations ascorbates have in the primal cut application.

Last year, Dr. F. W. Tauber discussed with you the physical properties of a sausage emulsion. Without getting into a lengthy description of this system, let us keep in mind that a sausage emulsion is composed primarily of two basic phases, a salt-containing aqueous portion made up of water and all water-soluble ingredients, i.e., protein (including pigments), salt, nitrate and nitrite, and a fat portion, this portion being insoluble and suspended in the aqueous matrix. When ascorbic acid or sodium ascorbate (or more recently sodium isoascorbate or isoascorbic acid) is added to the emulsion, it dissolves immediately in the aqueous phase and is thus brought into rapid and intimate contact with the other

two water-soluble components necessary to the curing reaction. These are sodium nitrite and myoglobin or hemoglobin. Almost immediately, therefore, ascorbates go to work in sausage by converting nitrite to nitric oxide which, in turn, combines with oxymyoglobin. Also, in a sausage emulsion, the individual meat components, through the agency of comminution, lose all their physical identity; that is, they are transformed into a uniform, homogeneous mass, which bears very little, if any, resemblance to the pork trimmings, bull meat, water, etc., which go to make it up.

The significance of the emulsion properties, as far as the action of ascorbates is concerned, can be summed up quickly by saying that through emulsification of the fat, lean and connective tissues in meat, and through uniform and rapid distribution of meat pigments, sodium nitrite and ascorbates, all in the same aqueous phase, the ingredients necessary to the curing reaction come together under nearly ideal conditions for the successful completion of the cure, with very little effort on the operator's part.

Obviously, in the case of hams and bacon, we are dealing with an entirely different environment, even though in terms of protein, fat and water content, primal cuts and sausage meats are practically identical. Primal cuts are characterized by large areas of dense, lean, highly-pigmented material interspersed with smaller areas of fat, totally lacking in pigment. While the lean areas are relatively easily penetrated by pickle solution, fat areas are penetrated slowly and with great difficulty.

The presence of connective tissues and bone adds to the physical complexity of primal cuts. Because of the heterogeneous nature of the primal cut, the packer is faced with an entirely different problem in getting the curing ingredients uniformly distributed to all areas of the lean, pigmented meat where, after all, the curing reaction must occur for best results. The curing of primal cuts is complicated further by such considerations as diet, age of the meat at slaughter, pre- and post-mortem handling and many others. Since these variables can all influence the rate of penetration of pickle into the meat, they are also important in determining the overall effectiveness of the actual curing reaction. For example, ante- and post-mortem handling can actually influence the rate of the curing reaction. This is the result of the relatively wide variation in the acidity of a meat, a subject to be covered a little later.

**PIGMENT AND LEAN:** Another distinguishing feature about primal cuts in contrast to sausage meats is the non-uniform nature of pigment distribution through the lean. This is particularly true of hams and is a problem with which most of you have probably been faced at one time or another. This characteristic has a direct bearing on my remarks this afternoon because these pigments are the same ones which are ultimately responsible for formation of the desired cured-color. If their distribution is not uniform, neither will be the dis-

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tribution of cure-color. The American Meat Institute Foundation has made an extensive study of this problem by quantitatively determining the myoglobin content of fresh pork muscle. They have shown that the light-colored muscle in fresh ham cuts, just beneath the fat cushion, contains about half as much myoglobin as the darker muscles, as shown in the following chart:

Pork Muscle	Myoglobin Content of Pork Muscle (Milligrams Per Gram of Fresh Tissue)				Average of Eight Samples
	1	2	3	4	
Light Color	0.80	0.64	0.98	0.87	0.79
Dark Color	1.48	1.20	1.44	1.48	1.44

The lighter areas of sliced ham are often referred to as "faded" or "undercured," whereas, in reality, low initial pigment level is the cause of the light color. Analysis of these light areas has uncovered no evidence that poor color was due to undercuring. Nitrite concentration was the same in dark areas as in light areas. The AMIF has speculated that causative factors in this phenomenon are related to the physiology of the hog. They conclude "It is apparent there is no simple answer."

The problem of penetration of curing agents in primal cuts has now been largely overcome with the introduction of artery and spray pumping. By these means, much has been accomplished toward equalizing the gross physical differences between primal cuts and sausage products. Artery-pumped meat shows almost a uniform distribution of pickle solution soon, if not immediately, after pumping. Where spray or stitch pumping is employed, however, distribution of curing salt is not as rapid, and pumping must be supplemented by use of cover pickle, that is, the physical limitations described a moment ago persist to varying degrees in meats which are not artery-pumped.

One other point that should be mentioned before we discuss the specifics of ascorbates in primal cuts is obvious, although its implications are not so obvious. Whereas in sausage meats, ascorbates do not ordinarily come in contact with sodium nitrite until added to the emulsion, in primal cuts, ascorbates are in solution, along with sodium nitrite, for varying periods before the pickle solution is pumped into the meat to be cured, and, in the case of spray or stitch-pumped meat, before the solution has diffused uniformly throughout the meat. This does not present a problem, but it does require the observance of a few simple precautions to get the best results. These we will discuss later, but first let's review the curing reactions and how ascorbates fit into them.

**REACTIONS INVOLVED:** Essentially, the curing reactions consist of three separate reactions going on at the same time independent of one another. The first is a breakdown of nitrite by ascorbates and naturally-occurring reducing agents to nitric oxide gas. The second is a combination of the nitric oxide with myoglobin to give nitric oxide myoglobin. The third is brought about in cooked meats by heating the nitric oxide myoglobin in the smokehouse to give the stable cure-color nitric oxide hemochromogen. The latter is a denatured protein in the same sense that a fried egg represents a denatured form of a fresh egg. Heat denaturation, among other things, simply makes the protein and, in this case, the cure-color, more stable and less water soluble without destroying it.

Having considered the chemistry of the curing reactions, we are ready to discuss the factors influencing the rate of these reactions, in particular, that reaction in which ascorbate converts nitrite to nitric oxide.

**FOUR FACTORS:** There are at least four factors which should be constantly borne in mind when using ascorbates in pickle solution. The first of these is temperature. The speed of most chemical reactions is directly

proportional to temperature. At high temperatures the speed is fast, while at low temperatures, it is slow. An increase in temperature by 10° F. may double the rate of the chemical reaction. It is particularly important that solutions containing nitrite and ascorbate be maintained at 38 to 40° F. at all times, from preparation right through pumping. As pickle temperatures rise above this narrow range, the speed of reaction between ascorbate and nitrite increases until a point is reached where much, if not all, of the nitrite and ascorbate is uselessly destroyed before it even contacts the meat. It is assumed the meat to be pumped is also at 38 to 40° F., since only at these temperatures is a practical compromise obtained between penetration rate and rate of bacterial growth. These temperature considerations are all important for successful use of ascorbates in pickle solutions, not to mention their importance from an all-around standpoint of good packing practices. There is no need to dwell on this point at any length, since probably all of you are operating in the proper temperature range. Just to satisfy your own curiosity, however, it might be interesting for you to check occasionally on the temperature of the pickle solution as it is pumped. Temperatures in the range of 45 to 50° F. are not desirable if ascorbates are to give maximum effectiveness. Ascorbates will be effective at these temperatures, but the likelihood of loss of both nitrite and ascorbates before the meat is pumped is greatly increased.

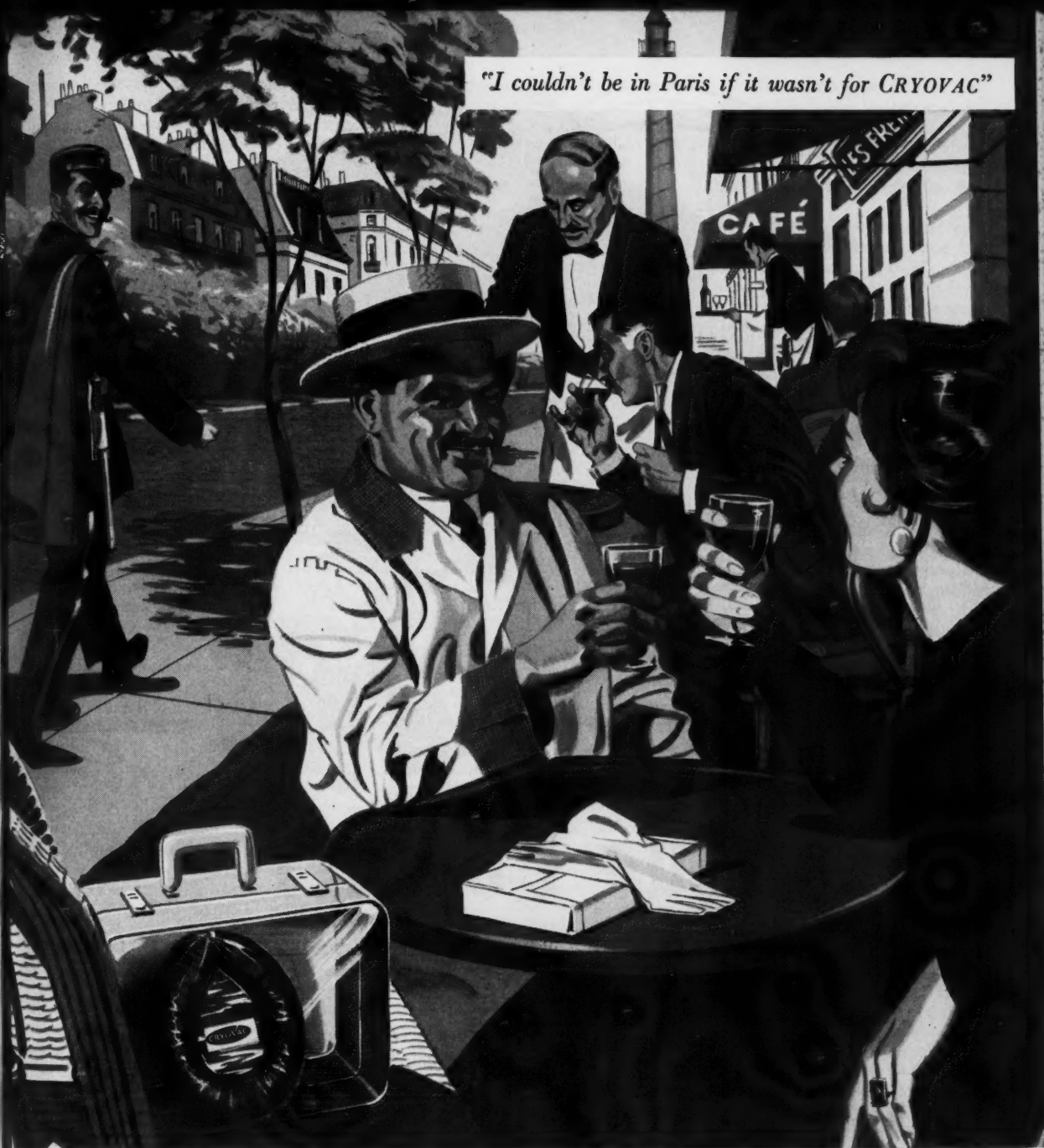
**pH:** The second factor, and this is one of utmost importance and the one most frequently overlooked, is the pH of the pickle. pH is nothing more than a convenient symbol for describing the acidity or alkalinity of a solution. pH may theoretically run from 0 to 14. Seven is considered a neutral pH, that is, the solution is neither acid nor alkaline. pH's below 7 are acid, and those greater than 7 are alkaline.

You may be asking yourself why pH is such an important factor. The reason is this: The rate of reaction between ascorbate and nitrite becomes more rapid as the pH becomes lower, that is, as the solution becomes more acid. If the acidity of the pickle is too great, much if not all of the ascorbate and nitrite will have been destroyed before the meat is pumped, or before the pickle has had an opportunity to diffuse uniformly through the meat. The same applies to cover pickle. If the pH is too low, ascorbate will be lost without having accomplished its purpose. This sensitivity of ascorbate to pH is, incidentally, the reason why sodium isoascorbate or sodium ascorbate must be used in preparing pickle solutions. They are essentially neutral in reaction, whereas solutions of ascorbic acid or isascorbic acid increase acidity of the pickle to the point where rapid interaction with nitrite occurs.

The critical nature of pH is quickly apparent from a consideration of these figures. While at pH 5.6 to 5.8, about 68 per cent of sodium isoascorbate remains (32 per cent destroyed) after one day at 42 to 50° F., at pH 6.2 to 6.4, 95 per cent remains (only 5 per cent destroyed). Furthermore, the meat itself may exhibit a pH in the range of 5.4 to 6.4, depending largely on pre- and post-mortem handling. If it is at the lower end of this range, an additional "push" will be given to the reaction between ascorbate and nitrite before they have had a chance to distribute themselves uniformly. This is particularly true where spray pumping only is employed. Artery pumping gives essentially complete and uniform distribution almost immediately, so that even in meats of low pH, nitric oxide will not be released before distribution of the pickle is uniform.

Ideally, what is desired is the introduction of ascor-

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bate and nitrite, along with other curing ingredients, into the meat before any reaction has taken place between them. In this way, there is greater assurance that uniform distribution has been obtained and that the nitric oxide released is in adequate quantity for the pigment present.

The pH of most pickle solutions initially will vary from 5.6 to 6.2. Those on the 5.6 side probably owe their acidity to characteristics of the local water supply and/or to the influence of impurities in the salt or sodium nitrate. The optimum pH range for ascorbates in pickle solutions is 6.0 to 6.5, and when the pH is less than 6.0, it should be adjusted upward. The use of phosphates at MID-approved levels will raise the pH of the pickle to 7.0 to 7.5. Smaller amounts of phosphates can be used to bring about smaller increases in pH.

In recent years much emphasis has been placed on the value of raw material, process and product controls in the meat packing industry. Here is another instance in which the packer can benefit through the use of a process control on pickle pH. pH is one more variable which, when properly regulated, will take a little more of the "hit or miss" out of processing and help to insure product uniformity.

In 1956, the food processing laboratories of the Missouri Agricultural Experiment Station in Columbia, Missouri, reported (*Food Technology*, 1956—Volume 10, No. 10, pages 500-503) the results of simultaneous injection curing of hams with ascorbates. In this work, the nitrite and ascorbate solutions were combined immediately prior to injection, the purpose being to minimize their interaction before introduction to the meat. While this technique was shown to be an effective means of using ascorbates in primal cuts, it has been our experience that such an approach is unnecessary if the pH of the pickle solution is within the 6.0 to 6.5 range. Thus without any radical revision of conventional curing procedures, ascorbates can be used successfully. Adjustment of pickle pH has been accomplished also by addition of alkaline salts, for example, sodium bicarbonate, to curing mixtures containing ascorbate.

**TIME:** The third factor to remember when using ascorbates is "time," and by this is meant the time the prepared pickle solution is stored before use. As the acidity of the pickle increases, the time between preparation of solution and use becomes increasingly important. In the pH range 6.2 to 6.4 at 42 to 50° F., a solution of sodium isoascorbate and sodium nitrite showed about 95 per cent retention of sodium isoascorbate after 24 hours. The same pickle at pH 5.4 to 5.5 showed only about 40 per cent retention of isoascorbates after 24 hours. Thus, if the pickle solution has a pH in the range of 6.0 to 6.5, it can be stored in the cold for periods up to one day without significant loss of ascorbate. At lower pH's, the loss of isoascorbate in one day becomes increasingly greater and the pickle undergoes material loss of isoascorbate as well as nitrite.

Lastly, it is important to remember that the destruction of ascorbate by oxygen in solution is greatly accelerated by the presence of iron, copper or nickel in solution. In preparing solutions of ascorbates, therefore, stainless steel, aluminum, glass, ceramic or plastic vessels should be used. Brine made from rock salt which is heavily contaminated with iron will also speed up the loss of ascorbates.

**PICKLE PREPARATION:** Now that we have discussed the precautions to be observed, let's consider for a moment the actual steps in preparing a pickle solution containing ascorbate. After the brine has been diluted to the desired strength, and the other curing ingredients have been added, the pH should be checked. If it is in the range

of 6.0 to 6.5, it is ready for the addition of sodium isoascorbate. This is made up by dissolving 7½ oz. sodium isoascorbate, the MID-approved level per 100 gallons, in about ½ gallon of water at room temperature or slightly warmer. The solution should then be poured into the cold pickle solution, with stirring, to insure uniform distribution for product penetration.

If the pH is below 6.0, upward adjustment of pH can be accomplished before the addition of the ascorbate solution by gradual addition of a phosphate solution. If phosphates are already employed, the pH will be 6.5 or higher, and no further adjustment need be made. However, it is important to remember that the ascorbate solution should be added after the phosphates, so there is no question about the pH being in the proper range.

Ascorbates can make their greatest contribution when used in conjunction with pumping techniques. Artery and spray pumping of primal cuts with ascorbate-containing pickle quickly bring all the necessary ingredients, that is, nitrite, pigment and ascorbate, into close contact to complete the cure. Thus, from the standpoint of cure-color development, the holding period may be eliminated completely in the case of artery-pumped meats and reduced drastically in the case of spray-pumped meats. This is in contrast to the long holding periods associated with the use of straight cover pickle. When cover pickle only is used, process time is governed primarily by the time required for penetration of the pickle uniformly throughout the meat.

In the case of hams, for example, pumped at the 12 per cent rate with pickle (pH 6.5) containing 7½ oz. of ascorbate per 100 gallons, our experience has been that holding time can be omitted completely without sacrifice of cure-color. In one trial, three groups of hams were processed, the first group going directly to the smokehouse after pumping, and the second and third held for 24 and 48 hours, respectively, before smoking. All hams were smoked in about 14 hours with a maximum smokehouse temperature of about 160° F., and a maximum internal temperature of about 155° F. The color in the hams with no holding period was judged to be equally as good as that in hams held for 24 or 48 hours. The texture of the ham with no holding period was slightly more "juicy" in character and flavor was milder, that is, it was less salty.

From a practical standpoint, flavor and texture considerations may, therefore, dictate against the complete elimination of this holding period, but our experience has been that the holding period can be materially reduced without detriment to color. Length of the holding period is unquestionably the deciding factor in determining ham flavor, and it can vary within rather wide limits from one plant to the next, depending on the desired end. Consumer preference may be for a mild flavor, in which case the short cure is indicated, or consumer preference may be for a tangy product, in which case a seven- to 10-day holding period or longer in cover pickle may be necessary to produce the stronger flavor.

The important benefit, therefore, to be gained by the use of ascorbates in conjunction with arterial pumping techniques is the reduction in holding period to the shortest possible time consistent with the desired qualities of flavor and texture.

**BELLIES:** Similar plant runs with paired bellies have demonstrated that with ascorbate-pumping combination, the holding period can be virtually eliminated without sacrificing product quality. In these trials, three groups of bellies were pumped at an 8 per cent rate (7½ oz. of ascorbate per 100 gallons of pickle) and each group stacked for 0, 24, or 48 hours before smoking. All bellies

were smoked for 8 to 9 hours with a maximum smoke-house temperature of about 150° F., and a maximum internal temperature of about 120° F. All bacon was judged excellent in color, appearance and flavor.

Our study of color retention in sliced ham and bacon cured with ascorbates has shown also that the fading rate is definitely reduced in the treated meat. This is a particularly important benefit in view of the conditions to which pre-packaged meats are subjected in retail supermarkets. The improved color-holding properties of ascorbate-treated meats are due to a combination of factors. Ascorbates afford assurance of maximum efficiency in conversion of myoglobin to stable cure-color, and in so doing, provide maximum initial color. Also, because of their reducing properties, that is, ability to release nitric oxide from nitrite, they provide a constant source of nitric oxide which can continually recombine with faded pigments and restore their desired color. Residual ascorbate alone or residual nitrite alone is not sufficient to give this type of protection. Both must be present so that they may interact to form nitric oxide. It should be noted at this point that because ascorbates react with nitrite, the level of nitrite in the finished product will generally be lower than if ascorbates were not used. Since residual nitrite is desirable for optimum color retention, nitrite levels in pickle solution should be adjusted to make certain an adequate level of nitrite in the range of at least 50 to 100 p.p.m. remains. This, together with the residual ascorbate, will protect against loss of bloom.

Residual ascorbates function in still a third way to protect cured meat pigments from oxidation. Ascorbates combine more rapidly with oxygen in the air than do cured meat pigments. Thus, an adequate residual level of ascorbate provides a sparing action on pigments by combining with oxygen before it can damage the pigments.

**SMOKING:** As far as the effect of ascorbates on smoking time is concerned, we have found their effect is small at best. While smoking time for sausage products can be materially reduced, with hams and bacon, where relatively large masses of meat are involved, smoking time will depend primarily on time required for heat penetration to the desired internal temperature. Each processor must determine for himself the minimum smoking time consistent with the desired smoke flavor, texture, moisture content and internal temperature.

Ascorbates have proved to be of particular value in the processing of corned beef. We have obtained best results by use of 2 to 3 oz. ascorbate per 100 gallons in the pumping pickle and 5 to 6 oz. per 100 gallons in the cover pickle, although many packers prefer to use ascorbate in cover pickle only. This avoids the waste sometimes encountered through rupture of the meat tissues during pumping. The development of bloom will be greatly accelerated with ascorbates—a period of only three to five days in pickle is required for development of full cure-color—and bloom will be more uniform in intensity.

Corned beef sometimes presents unique surface fading problems not encountered with the cooked variety of cured meats, such as hams and bacon. Uncooked corned beef's greater tendency to fade is a result of the relatively unstable nature of nitric oxide myoglobin. In bacon and hams, heat treatment during smoking converts this material to the stable nitric oxide myochromogen, but in uncooked corned beef, where heat treatment is not used, stabilization or fixation of the pigment does not occur. It is, therefore, particularly important that corned beef be removed from the pickle as nearly as possible at the time of maximum color development. If the meat is left in the pickle beyond this point, gradual destruction of the nitric oxide myochromogen will take place and

graying of the corned beef will probably result.

Fading in corned beef can be reversed or greatly retarded through the use of ascorbates. As before, when we were discussing fading in hams and bacon, ascorbates will be most effective in the presence of residual nitrite. Some packers, in addition to using ascorbates in pump or cover pickle, employ an ascorbate dip (about 2 per cent solution) just before packaging to restore good bloom, while others are following the trend toward curing in transit in plastic film. This latter practice assures the development of maximum cure-color by the time the product reaches the point of sale, and residual levels of nitrite and ascorbate in the surrounding pickle solution minimize any tendency toward surface discoloration.

Ascorbates may also be used to advantage in dry curing bacon. The ascorbate is incorporated in the dry curing mix at a rate to give about  $\frac{3}{4}$  oz. per 100 lbs. Fresh or chilled bellies are then rubbed and packed tightly in the bacon box at 38 to 42° F. About  $1\frac{1}{2}$  days per pound should be allowed. The natural juices of the bellies should provide adequate pickle for diffusion.

**SPRAYING:** One other application of ascorbates should be mentioned in passing and that is the spraying of sliced meats. Used in conjunction with ascorbates in the cure, packers are finding that a 5 to 10 per cent spray application to sliced bacon, for example, will result in up to 50 per cent greater shelf life over unsprayed bacon. This method is slowly but surely gaining acceptance as its benefits become better known. Packers report to us that use of the spray has eliminated bacon returns entirely, an advantage which more than compensates for the nominal added cost of the sodium isoascorbate, about  $1\frac{1}{2}$ ¢ per 100 lbs. of product.

As for the economics of use for sodium isoascorbate in primal cut curing applications, the cost here, too, is nominal. When added at the MID-approved level to pickle at a 10 per cent rate, added cost is about  $1\frac{1}{2}$ ¢ per 100 lbs. Use in both pump and cover pickle costs about 10¢.

Before concluding my remarks I'd like to review the striking progress made in the processing of primal cuts over the years. It wasn't too many years ago that the straight nitrate cure was generally used by the meat industry. The time in cure for hams, for example, averaged about 60 days. Salt penetration was far ahead of color formation, since bacterial reduction of nitrate to nitrite was necessary before the cure-color could be formed. With the introduction of nitrite, the mixed cure and spray and stitch pumping techniques, curing time was cut down to about 30 days. As the arterial pumping method has gained acceptance, time of curing has been reduced to anywhere from three to 15 days, depending on the flavor and texture desired. Dextrose, sucrose and phosphates, too, have contributions to make toward the production of better products. It is our belief and experience that ascorbates, along with the aforementioned techniques and other curing adjuncts, are playing and will play an increasingly important role in the development of improved processes and products.

New products and processing techniques for the meat industry will continue to be developed by the combined efforts of yourselves, your associations and their research laboratories, suppliers to the industry and the universities. What the next step forward in the processing of primal cuts will be is hard to foretell. It may be a new approach to the control and prevention of mold and bacterial spoilage, it may be new methods for controlling oxidative rancidity, or perhaps the use of bacterial or fungal cultures for the development of ham flavor. New and improved equipment and methods of processing and packaging are also just over the horizon.

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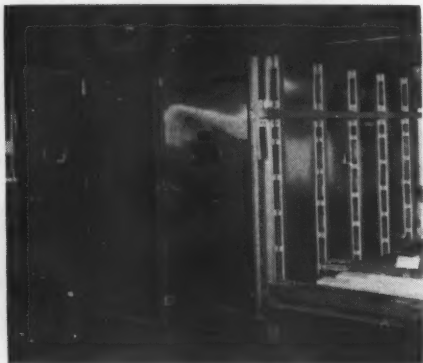
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## Importance of the Western Markets for Livestock to Midwestern Producers

Is Analyzed by Sioux City Live Stock Exchange Secretary D. CUNNINGHAM



**I**N DISCUSSING the topic of "The Importance of Western Markets to Midwestern Producers," I must necessarily talk about it from the standpoint of how a midwestern market man evaluates the western markets in relation to the producers of his area. In this discussion it will not be my aim to discuss this subject from the standpoint of any one particular market, but rather how we as market men of the river markets group see this picture.

This group is composed of the markets located at St. Louis, St. Joseph, Kansas City, Omaha, Sioux City and Sioux Falls. These markets handle the bulk of the livestock, mainly hogs, sold at public markets by midwestern producers and shipped from these markets to the western and southwestern states of California, Oregon, Washington, Idaho, Montana, Utah, Arizona and Texas.

To appraise the value of these western markets to the midwestern producer, one should know something of the volume of hogs that the western states absorb from this river market group alone. That volume in 1957 amounted to 1,750,000 hogs from the six markets mentioned. Percentage-wise, five of these markets shipped from 20 per cent to 45 per cent of their total hog receipts. When you add to this the country or direct purchases of hogs, which are also of great magnitude, one can readily appreciate the importance that these western markets assume insofar as the producer is concerned.

To the midwestern producer it means that he has that adjunct most valuable in marketing, namely, added competition. I rather shudder when I think what his position might be if this competition were absent. We at the markets have it very graphically brought home to us, day after day, as to just what it would mean if this competition were eliminated.

**GREATER RETURN:** As a rule we are able to procure for our clients at least 25c per cwt. more for their hogs from the shipper buyer than we can obtain from interests concerned largely with local slaughter. We will grant, of course, that western buyers want a certain type and class of hog, but they do give more for this type and grade, day after day and week after week, than other interests which are trying to purchase the same type of animal.

For the type of hog needed the western market shipper affords a better price outlet; however, this isn't all, for by virtue of his demand for this type of hog, he has helped to make the producer conscious of the best type of hog.

In talking about the added competition one should keep in mind the fact that not only does the producer benefit whose hogs finally go to the western trade, but all the rest of the midwestern hog producers profit by virtue of the fact that many hogs that are not bought are bid on and the whole price structure is strengthened. A bench mark of value is very definitely established.

It may be that some producers of the middle west do not always recognize this fact, but we at the river markets know it to be true. We have days when orders are few or perhaps entirely lacking, and when that happens

we are in trouble. We are in trouble because it is perfectly natural, and also a matter of just good plain business, that those who do want hogs on those particular days do not extend themselves any more than is absolutely necessary. There is no compelling influence or particular incentive for them to do so, and on those days the going is long, hard and rough, both for the market men and the hog producer.

**FREIGHT RATES:** In the pending rate cases in which you people of the West are seeking to have equality, or at least a proper differential, established between the live animal and the dressed meat and packinghouse products rates it seems to be a difficult task to establish with the "powers that be" the fact that such rates are not just for the selfish interests of the western packers, but also for the producers of hogs in the middle west. They need you and your ability to buy their merchandise. If the time should arrive that you are precluded, by virtue of rates, from buying on those midwestern markets, it will be a bad day for the producer. He will have lost one of his biggest and strongest market props.

We on the river markets are vitally interested in this matter. We are interested to the extent that we are willing to aid in your battle to keep an equitable rate structure. Our interest doesn't stem alone from selfish desire, but we feel that we have a definite stake in keeping the economy of the livestock producers of our territory in a healthy condition.

I know that you have probably heard about our feed situation in the middle west this year and what effect it might have on feeding hogs to heavier weights.

We did have an enormous feed crop, including much corn that matured but which had such a high moisture content that it was difficult to store or market as grain. About all you could do with much of it was to feed it to hogs and cattle. Moreover, after two or three dry years, there was a definite trend toward planting the grain sorghums last spring. Additional acres of sorghums were also planted to use the land that was cut down by corn allotments. This sorghum crop yielded bountifully and when fall rolled around we had sorghum running out



REPRESENTATIVES of livestock marketing agencies hold an informal session in a small meeting room at the WSMPA convention.

of our ears. A lot of this crop was caught by wet weather and part of it was never harvested; inasmuch as sorghum is more touchy to store than corn, we had a lot more feed grain on our hands.

**WEIGHT KEPT DOWN:** Everybody thought that our producers would feed and feed with the result that we would have more heavy hogs than we could handle. However, it seems to have taken more of this wet corn and sorghum to get the same gains we normally obtain, and, as a consequence, feed has disappeared rapidly. Figures show that our hogs are not coming to market too much heavier than usual; as of February 1, the average of hogs on our market has been 244 lbs. compared with 240 lbs. last year.

In addition to the wet grain situation, producers have also been tempted to feed longer for the corn-hog ratio has been favorable. On the basis of No. 3 corn at Chicago, the ratio has been 16 or 17 to one, and if you figure the ratio on the farm value of this corn you come up with ratios of 20 or better to one. The matter of weight hasn't scared the producer very much this year. He could feed hogs at present grain prices to 300 lbs. and sell them at 15c and still come out with a better value for a lot of this corn and sorghum than would have been possible had he sold it as grain.

A lot of fellows keep telling us that hogs are still being held back and fed, but I don't believe they are. It looks to most of us as though these hogs are making a pretty rapid disappearance along with the wet corn and sorghum. Of course, we are on the threshold of the fall crop marketings but that is still about 30 days or more away.

**MEATY HOG:** Perhaps the greatest value contributed by the western markets lies in the fact that their demand for a better hog over the years has really spearheaded the movement that we now find under way in the production of meaty hogs. In addition to his interest in a premium on these hogs, the raiser is becoming aware of the feed efficiency question, or the amount of grain required for 100 lbs. of gain. That factor can be more important than price alone.

There is a lot of confusion as to the proper type of meat hog. Some men have in mind the meaty hog—the one that really yields, even though he may weigh 240 to 260 lbs.—while others have more in mind the rather meatless animal. A good many hog raisers have had this latter type in mind. Any kind of a lean hog that could be sold at 200 to 220 lbs. has been accepted as the proper kind, even though his feed efficiency was not comparable to a more meaty hog.

Much constructive work is being done but you cannot revolutionize the industry overnight or by price alone. The job takes careful selection of breeding stock; it involves establishment of blood lines which can assure future performance and, in order to fit the program to year-round demand, it may take some radical changes in management by the producer by way of multiple farrowings and a more intensive feeding program. Rome wasn't built in a day and the whole hog industry can't be turned around in a season.

The responsibility for evolving the type of hog that will be generally accepted lies with everyone connected with the industry. If the breeder is to have the incentive for producing a different kind of hog, this incentive must lie in the willingness of the commercial hog producer to pay more for his seed stock when he goes to buy boars. Likewise, the commercial producer must have some incentive for wanting to buy better boars and to pay the extra cost involved in producing them. This incentive can be of two kinds. The first is that of additional feed-lot efficiency, which is rather difficult to measure. The



**SPEAKER** George Purdue of Merck & Co. is flanked at the pork and provisions session by Don Cunningham of the Sioux City Live Stock Exchange and Ted Chambers of Cascade Meat Co.

other incentive lies in our laps, meaning that we as marketing agencies should sell the better hogs to an advantage over the poorer type, and in your laps as the ultimate users in that you should be willing to give the producer an incentive by way of a better price.

**SORTING:** Speaking of our responsibility as market agencies, we are often accused of not wanting to sort our hogs closely. Frankly, there are many times when we get more in the aggregate for a farmer's hogs unsorted than we would get after they were sorted. Our first responsibility is to see that our customer receives the most money, regardless of the method by which we sell his product. If we could always be sure that after we had sorted a drove of hogs that they would bring as much or more than we would obtain by selling them unsorted, you can be sure we would be happy to sort them. However, when hogs are short and numbers are the main requirement, sorting becomes more of a minor factor.

Some of the most constructive work in developing the meat hog is being done at the boar testing stations. Without going into details I can say that before boars can be certified to go into the annual sales, the minimum requirements are that they shall show a rate of gain of 1.6 lb. per day, and in feed efficiency they must show under 320 lbs. of feed per 100 lbs. of gain for the entire pen. When probed, the back fat must be under 1.5 in. At three sales in Iowa 175 boars meeting these requirements were sold at an average of \$241. This is concrete evidence that commercial raisers are beginning to take definite interest.

Dr. Ralph Durham of Iowa State College reports that the hogs coming to the testing station and to the market show a very marked improvement in quality. He thinks that the lean cut percentage on the barrows killed by the testing station is up between 2 and 3 per cent over the first season. Durham says that his contacts over the Midwest indicate that there has been a change in the thinking of hog raisers and this change is being reflected in the hogs marketed. Dr. Paul Guyer of the Nebraska Extension Service reports that the same interest is apparent in Nebraska, and that Nebraska producers are thinking in terms of meat hogs, and that he expects a rapid increase in meaty hogs in the next three to five years.

All in all, the hog picture for the next year looks good with the indications of an improvement in type and an improvement in numbers.

The relationship of the western markets to the mid-western producer is of inestimable benefit to the latter. Our problem so far as the river markets group is concerned is to see that our hog purchases are in sufficient volume so that we will be able to retain for our customers (producers) the patronage of the western area.

## WSMPA Beef and Livestock

### Outlook Good for Packers Who Modernize Methods—Others Had Better Look Out



Suggests National Restaurant Association President L. HILAIRE

**I**N THIS DAY of extreme competition and growing problems in this great business of ours, we of the National Restaurant Association appreciate the opportunity to tell our story to the purveyors to our market. Out of visits such as these come the ideas and helps that will insure our success as well as yours.

The Western States Meat Packers Association is very close to our business. The successes and failures of people in the restaurant business have a direct bearing on your business, as you are the purveyors to our market.

First, I think I should tell you who we are and what our function is in this great American economy. The National Restaurant Association is composed of both large and small operators, who represent about 60,000 individual feeding units doing 60 per cent of the total business. Through local and state associations we represent 180,000 public eating places. We employ nearly a third of all the retail employees working in the United States, and we serve over 80,000,000 meals per day.

I would like to dwell on this one point for a moment or two. What other source can offer the advantages of sampling the customer as can the restaurant? What other medium can cook and serve an item in a single portion? What other industry has as many employees who can extol the virtues of a product as can we?

We, the food service industry, do \$17,000,000,000 in sales each year and are growing. We utilize one-fourth of all the production of food in America. We are the largest users of quality products, and in a survey conducted in the Midwest we found that we use and sell over 80 per cent of the quality beef that comes to that market. Therefore, if we are the customers who use over 80 per cent of the Prime and Choice beef, we must be the determining factor in setting the market price. Certainly we are the most important customers in establishing new marketing methods.

Speaking about marketing, you know as well as I that we are going through an evolution, and I might say a revolution, in marketing many food items. One of the major items is beef. Today the supermarket is educating many millions of consumers to accept pre-packaged, pre-cut graded beef on a serve-yourself basis.

I would predict that in the near future you will see and experience the closing of certain killing and processing plants in many areas. Due to modern overnight hauls it will be more profitable for the packers to concentrate their processing in fewer cities so that they may better exercise quality control. There will be many savings for the packer, and, eventually, the consumer. First, all the by-products can be processed on the spot. Due to the increase in the number of carcasses going through the plants we can expect better utilization of beef cuts. We know, for example, that every loin has a few less desirable cuts which could be packaged separately and could be utilized by some institutional user.

By concentrating their processing the packers will be in a position to train experts in the cutting of certain

portions, and use the assembly line method of production control. Perhaps mechanization and even automation may be adopted by packers to reduce further the costs of processing.

**CHANGES:** The restaurant operator of today, and there are many progressive leaders in our industry, are looking for some changes. First, most restaurant men have accepted pre-portioned, pre-sized, pre-cut meats. We who have used them have found that we cannot compete with the breaking of carcasses in our own establishments. Another segment of our industry, which has adopted the limited menu type of operation, cannot use all of the less desirable cuts. Others among us who are doing an outstanding job of merchandising have found that buying meats by specification for our menus gives us an opportunity to purchase just what we need at the quality we demand.

The common denominator for our industry is ground beef, and millions of tons of this item are sold from the little one-man operation to the great chains. Even this item is not profitable to process in the average restaurant unless the volume is high. It is much more economical to purchase it already pre-formed to size and quality than to form our own patties. Therefore, portion control is most important in our business and we are demanding it from all packers. Again I predict that in a very few years the major portion of all the beef now hitting the market will be sized into portion-controlled units.

The customers of today are very diet-educated. They know more about foods and nutrition than ever before in history. They are more concerned with vitamins and proteins and carbohydrates than ever before. Most of them, including your wives and mine, are conscious of starches. They can tell you the calorie content of every item on the table. If they are so conscious of these points it makes sense for those of us who are in contact with them to heed their desires. They know that lean beef has many food elements and vitamins in every bite. They know that lean red beef contains an abundance of proteins and little fat. They are even conscious of the methods of cookery, and more broilers are being sold today than ever before.

**BEEF QUALITY:** You and I know that good lean beef cannot be good unless there is a balance of marbling throughout the beef. It adds flavor and tenderness and holds the natural juices in cooking. However, our customers abhor fat and when we buy the better grades we are purchasing a good deal of suet that we cannot use. It should be converted at the processing center because it can be accumulated in greater quantities and the machinery is there to do something with it.

The protein-conscious American wants lean beef. Maybe we should take a good look at what constitutes marketable beef. Should it be graded Prime because it carries a greater portion of fat to its carcass weight? Maybe the beef should be graded on a different basis. Could it be graded on the marbling in the lean portions? Please understand, we are not advocating any radical

changes in the present grading system. We still feel that all beef should be graded on finish and quality, and we feel that conformation plays an important part. Because we are looking for standardization of our product, and knowing that our customers still eat and buy with their eyes, we want to place the same size portion in the same recognized shape. We are willing to accept a grade based on tenderness, because tenderness is something the customer wants in good beef.

Maybe the breeders and raisers of beef should breed a different type of cattle that can be marketed at a dressed weight of 550 lbs. and still carry a minimum of outside suet; a breed that will give a greater yield per pound of feed input and can be reared in fenced-in enclosures; a type that will yield more meat to carcass weight.

Changing habits and calorie needs change the viewpoint of everyone. Let me remind you that in the late 1890's we were producing very heavy cattle. Some of the fine markets in New York were offering choice cuts from carcasses that weighed up to a ton, and, on occasion, would provide a parade before killing such an animal.

We have changed our minds, because the customer changed his. For a good many years now we have raised cattle with finer bones and blockier in shape. However, the emphasis is still on size, although the cattle industry is marketing a younger animal.

**LOSING GROUND:** Meat is the backbone of our business and is by far the greatest single product we purchase. However, with the average American eating only 83 lbs. of beef per person, and not increasing that consumption, and finding that poultry has increased to 38 lbs. per person and is gaining every day because our needs are



**SPEAKER A. W. Lindquist** at tallow and hide session is flanked by (left to right) Nels A. Hamberg, Peterson Tallow Co.; A. Joseph Babka, James Allan & Sons, and S. Rudnick, Kern Valley Pkg. Co.

served with a year-round supply, it seems evident that your industry has not captured the market but rather that you may have lost ground on per capita consumption. With more money to spend, and more travel, with more leisure time and more holidays, our business has become increasingly important to the welfare of every American. We are serving more and more customers but with little increase in the usage of beef.

We have many problems in our business and are finding costs catching up and eating into profits. We are looking for cost-cutting ways of handling your products. We are looking for more pre-portioned cuts of meat. We are looking for new methods of packaging. We want to do less fabricating in our own places of business, and are looking for high protein, waste-free cuts that will be of high quality and with consistent control. We are trying to follow the desires of our customers by giving them what they want when they want it and still serve them with a profit. We want to serve better to succeed.

I am sure that these problems are yours, and I ask you to give consideration to our industry. I have talked to you about portion-controlled, pre-cut meats and I have told



**FRANK** discussion of mutual problems confronting military subsistence authorities and beef boners featured the meeting led by Paul Blackman. Participants included Col. Richard G. Yule, Sixth Army veterinarian; Paul C. Doss, Military Subsistence Supply Agency; George A. Baxter, Office of the Quartermaster General, and Robert L. Graf, Quartermaster Food and Container Institute.

you of the changing habits of the consuming public, but I have not told you why these changes are taking place and how they will affect you.

The progressive restaurant operator today is facing the same challenges of costs that face you. Here on the West Coast we are in the highest labor cost market in the nation. You and I are proud of the fact that we have the best working conditions for our employes and we have tried to absorb these added costs with increased efficiencies. In some instances we have purchased new equipment, thinking that costs would be reduced. However, we have reached the point where we cannot continue to operate with profit unless we accept changes.

**PRE-CUT:** One of the surest changes I predict is that the merchandising and processing of fresh meat will change and change fast. The outlook for the future is excellent providing you take advantage of all the new techniques. The supermarkets have shown the way to cut costs. They have eliminated the butcher in their stores and now have them concentrated in one location where they cut, grind, wrap, price and identify the product and then distribute it fresh to the stores. If the meat doesn't sell the first day it is frozen without loss and is sold the second or third day.

These customers who push a cart around the stores are the same customers who eat in our restaurants, and they have accepted pre-portioned, pre-cut meats. If this is the case why shouldn't the restaurants try to keep up with their customers? Why shouldn't you, the prime purveyors to our market, do the same? I know from experience that many of you reject these ideas, and that many of you still want to sell carcasses and large cuts, and that you side-step going into this market. At the same time you watch aggressive, progressive meat packers go into this business and come out smelling like a rose.

The best job on pre-cut, pre-portioned meats is being done by the so-called little packers. The reason this is so is that they are closer to their customers and have the latitude to institute changes fast. They can do a custom job. They have quick deliveries and can give the service the restaurant man demands. Service is the most important ingredient in the life of a good restaurant man. He wants to give service to his customer and expects good service from his purveyor.

The title for this talk was billed "Outlook? Lookout!" Those of you who feel the pulse of your business, and are willing to accept the changing habits of this way of life, and those of you who stand on quality, service and honesty, will have the proper outlook.

Those of you who persist that the old way is better **SHOULD LOOKOUT!**

## WSMPA Sausage Session

### Wider Variety of Products is Needed To Reverse Sausage Per Capita Lag



Suggests Tee-Pak vice president E. E. ELLIES

**T**HE sausage business is an important segment of the meat packing industry. It provides better than average profit opportunities. Therefore, as meat packers, you should like sausage. Manufacturers, like ourselves, who provide your supplies for the production and merchandising of these products, definitely like sausage.

What is most important to our industry, however, is how well the consuming public likes sausage and how much the public buys. Also important to our industry is the answer to the question: Do people buy sausage, or fail to buy it, because they do or do not like it, or is this decision made for other reasons?

It's quite normal in business when people are using more of our products each year, and there are more people each year, and our volume is expanding, to be at least reasonably content. But when things start going in the other direction, downward or backward, it's time to take stock of the situation. People who have liked a certain food don't usually just start to dislike it. A backward trend could mean that other types of food are doing a better job in the market competing for the total dollars spent. Or it can mean that the young people growing up have not been educated to know the product and how to use it, or they may not have been enticed to learn to like it.

Let's get specific about where sausage stands in its competitive position in the average U. S. market basket. In 1952 the per capita consumption of all food was \$423. This includes, as well as store purchases, the food consumed in restaurants, schools, institutions, etc., converted to store retail prices. Of this total of \$423, sausage accounted for \$9.94.

Four years later, in 1956, the total market basket per

individual had not changed. It still was \$423 when corrected for the food price index, but sausage had dropped to \$9.43. This loss, when we describe it as 5 per cent, does not seem large, but when we say the loss was 150,000,000 lbs., it does sound large.

**DOWN 7 PER CENT IN FIVE YEARS:** We all know that 1957 was not a particularly good sausage year. While the population grew another 2 per cent, total sausage volume stayed about the same. Thus, in the last five years, sausage has lost position in the nation's market basket to the amount of about 7 per cent or, in the terms that are most easily understandable, more than 200,000,000 lbs.

Would 7 per cent more tonnage this past year have lowered your overheads? Would a 7 per cent greater demand have firmed the price level?

We are sure that it would have. So we thought it was time to begin to search out the reasons for this loss—because there should be reasons. There are many normal economic and competitive pressures on the sausage business, as on any business, but any successful business must overcome normal pressure. Thus our search for the reasons was for causes other than these normal competitive pressures.

To search properly, it helps to review as accurately as possible what has happened. We are fortunate in having two good reference points since World War II, namely, the Business Census reports of 1947 and 1954. During this seven-year period, sausage volume not only expanded in total consumption, but also increased in per capita consumption. Not all types and forms of sausage fared the same, however, as shown in Chart 2.

Two classifications of sausage were outstanding in

#### PER CAPITA MARKET BASKET

1952

1956

CORRECTED FOR CHANGE  
IN PRICE INDEX

ALL FOOD \$423

SAUSAGE  
\$9.94

ALL FOOD \$423

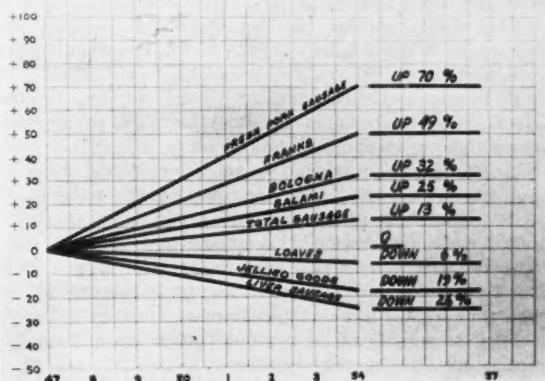
SAUSAGE  
\$9.43

SOURCE: FOOD PUBLICATIONS, INC.

CHART 1: That 51c drop represents 150,000,000 pounds.

#### PER CAPITA CONSUMPTION

CHANGE IN TOTAL 7 YEAR PERIOD



SHART 2: Four products made gains from 1947 to 1954.

performance during the seven years from 1947 through 1954. Fresh pork sausage made a per capita gain of 70 per cent in the seven years. Franks made a gain of almost 50 per cent. Bologna and salami made creditable gains of 32 per cent and 25 per cent, respectively. The major volume classifications that were down in per capita consumption were: meat loaves, -6 per cent; jellied goods, -19 per cent, and liver sausage, -26 per cent.

The total sausage growth was a 13 per cent increase in per capita consumption, or a 26 per cent increase in total volume. And let's remember for future reference the products responsible for this growth: fresh pork sausage, franks, bologna and salami, in that order.

**WHAT HAS HAPPENED SINCE 1954?** If sausage is currently losing its position in the market basket, something must have happened since 1954. No census figures later than 1954 are available, but by using federal inspection figures and the ratio of federal inspection to the last census total, a fairly accurate current picture can be obtained. Confining the investigation to the products that provided the growth from 1947 to 1954, it is apparent that something has happened in the last three years (see Chart 3 below).

In per capita consumption, the rate of increase of fresh pork sausage has slowed substantially but is still gaining slightly. Franks have continued to gain and have almost maintained the fine rate of growth of the period 1947 to 1954. But with bologna and salami the pic-

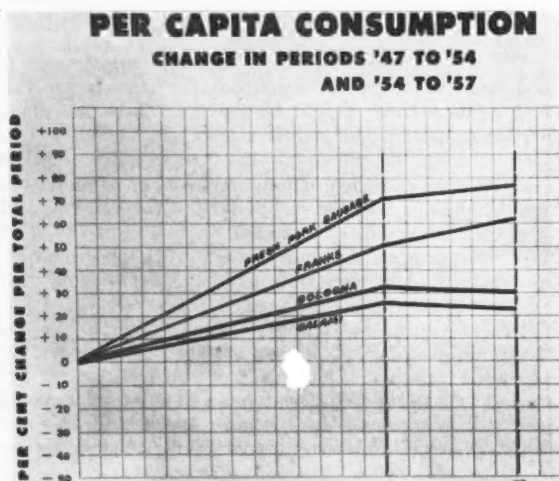


CHART 3: Something has happened to leading items.

ture is not encouraging, with the loss of between 4 per cent and 5 per cent in the last three years.

This review so far has developed the "area of investigation." We selected this area for investigation for several reasons:

- 1) Franks and bologna are, respectively, the number one and two volume items and together make up approximately 50 per cent of the total sausage tonnage.
- 2) For the first several years after World War II and the advent of self-service, the growth patterns of the two products were very similar, but in recent years they have become widely divergent.
- 3) While I'm sure that you, as sausage experts, will not agree that the two items are the same product in different physical form, the difference in texture and taste is small enough to be of minimum influence in their acceptance by the average consumer.

Since the methods of merchandising both products through service butcher shops have not changed basi-

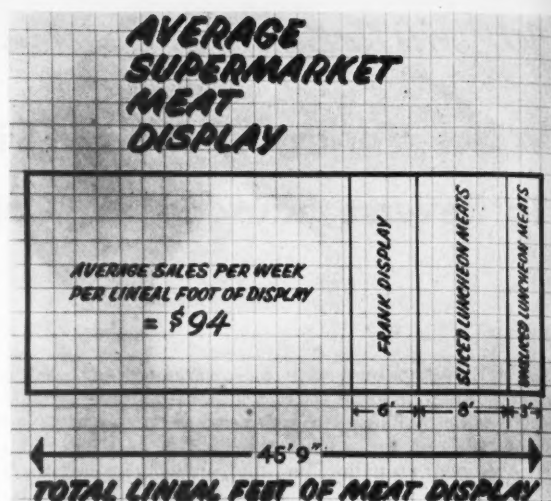


CHART 4: Limited display may explain unsliced lag.

cally, our investigation was not in that area but was centered on self-service retailing in the size stores classified as full scale supermarkets—those with annual volume exceeding \$375,000.

**REQUIRES TOP JOB IN SUPERMARKET:** This type of retailing outlet has increased in sales almost ten-fold since the end of World War II and now is the key to approximately 60 per cent of total food sales. It is reasonable to assume that if the ultimate results in the retailing of sausage are accomplished, a top job must be done in the supermarket.

From two published reports by *Progressive Grocer* and *Meat and Food Merchandising* magazines, we find these average facts about the meat department of the typical supermarket (see Chart 4): The average supermarket has 45 to 46 ft. of meat display that provides average sales of \$94 per foot per week. From our own survey, in stores averaging seven checkout counters, 13 per cent of this space is allotted to franks. The portion allotted to sliced luncheon meat is 18 per cent, and to unsliced sausage, only 7 per cent.

One of the most complete recent studies on retailing of sausage items is the "Valley Fair Study" published by *Progressive Grocer* in 1956. There were 59 items of the luncheon meat or delicatessen classification included in this study, with franks by far the predominant item for tonnage. The frank tonnage was almost three times the bologna tonnage for a typical week's sales. No packer packaged chunks were on display and the only chubs displayed were the 1-lb. all-beef specialty items.

An important fact learned from this study is that packer brand sliced bologna outsold store level wrapped product even at a 16 per cent premium in selling price. Chunk bologna amounted to 40 per cent of the bologna tonnage with no packer brand chunks being offered for sale. The savings to the consumer in purchasing chunk bologna over sliced (comparing both as store packaged) was 30 per cent.

**WHO'S RESISTING PACKER CHUNKS?** The obvious question now develops: If bologna in chunk and chub form can be responsible for 40 per cent or more of the bologna volume as in the "Valley Fair Study," without packer chunks or chubs of regular bologna, and if packer brands outsell store brands at a substantial price premium, where is the resistance to packer brands of unsliced sausage? Is it resistance by packer, retailer,

consumer or by a combination of all three of them?

We started with a survey of the packers in the United States. This check showed that about 65 per cent of the plants do not have bologna chunks or chubs in their line of products. With so little activity at the packer level, it would be a normal assumption that there was small demand for packer packaged chunks and chubs, but the findings of the *Meat and Food Merchandising* study did not seem to indicate this. In this study, the stores said that the most important consumer influences in the purchase of luncheon meat were: 1) freshness; 2) quality; 3) variety; 4) price, and 5) brand name. The most important two reasons given by the stores for buying packer packaged luncheon meats were: "It keeps fresh longer" and "Customers demand certain brands." These facts seem to indicate little resistance at store level to packer brands.

**THREE STUDIES AT STORE LEVEL:** To dig more deeply into this subject, we performed three studies at the store level: 1) Observed product on sale at 75 markets in 25 cities, well distributed geographically. These markets were selected as typical stores of local chains or area divisions of national chains. These typical stores were a fair sampling of a total of about 4,700 stores. 2) Collected data from meat merchandisers having jurisdiction over 614 stores in 21 cities. 3) Employed Market Facts, a market research agency, to perform depth interviewing of both market managers and headquarters meat merchandisers in two metropolitan areas, Los Angeles and Chicago.

From these studies, this information was obtained:

- 1) While the majority of the stores displayed sausage of some type in either chunk or chub form, only a few had any variety in type, diameter or weight.
- 2) One-fourth of the stores did not carry the staple "bologna" except in sliced form. Another one-fourth of the stores had only one item of unsliced bologna, either chunk or chub. (Remember, we are talking about the sausage product that has been second largest in tonnage and popularity.)
- 3) The majority of retailers believed that more advertising and promotion can increase the sale of chunks and chubs, by reminding the consumers to buy and telling them how to use chunks and chubs.
- 4) Most retailers believed that better packaging and labeling can increase the sale of chunks and chubs.
- 5) These retailers said package design should include

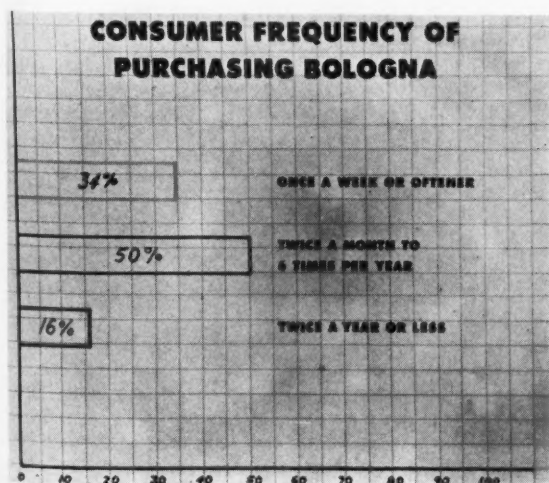


CHART 5: Only one-third of buyers are regular users.

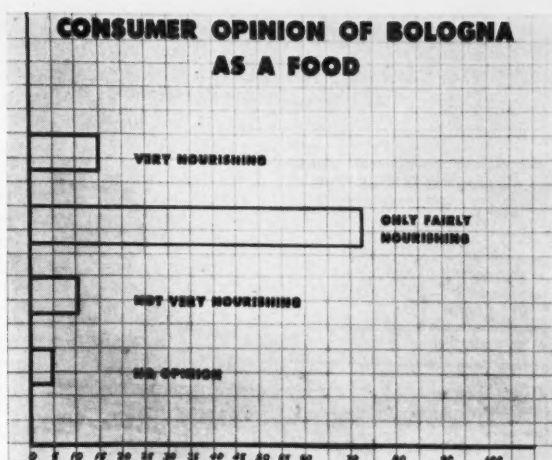


CHART 6: Opinion of quality tends to be negative.

the following: Casing printing or an outside label that extends entirely around the cylindrical portion. On chunks, at least one cut end should allow unobstructed view of meat. While ordinary transparent film wrapping is considered satisfactory for store level packaging, retailers said they required the skin-tight plastic film type of package from the packer.

6) The printed casing or label should contain the following elements in this order of importance: a) Product identification; b) Use information; c) Brand name, and d) Price block.

7) Of the stores handling chunks and chubs, 52 per cent purchased packer brands and also packaged in the store; 24 per cent used only packer brands. In other words, 76 per cent of the stores found packer brand chunk and chub products desirable. But referring back to our previous findings, only 35 per cent of packers have any chunk or chub consumer items in their line.

**STUDY TURNS TO CONSUMERS:** The next phase of our study was a preliminary check at the consumer level. The sample consisted of the women on the day shift at our plant, approximately 50 per cent office workers and 50 per cent hourly workers, the majority being homemakers.

From this preliminary survey, we were guided in preparing a national survey with Market Facts, the independent market research agency. This survey covered a previously tested panel of 1,000 families carefully selected for geographical location, income level, size and age of families. The result of this national survey was surprisingly similar to the small local test and from it came a number of points that were definite and clear.

While approximately 90 per cent of the consumers buy bologna and franks, only 35 to 40 per cent are regular users of both, that is, purchase them once a week or oftener. Specifically, for the people who buy bologna: 34 per cent buy it once a week or oftener; 50 per cent buy it from six to 24 times a year, and 16 per cent by it twice a year or less frequently (Chart 5).

The situation with franks was very similar. However, only 58 per cent of the regular bologna users buy 1 lb. or more when they purchase, while 94 per cent of the regular frank users buy 1 lb. or more per purchase. This ratio represents the approximate difference in the annual domestic consumption of the two items.

In this typical family panel, the general opinion of quality tends to be negative; this is not limited to bologna but includes franks as well. When consumers were

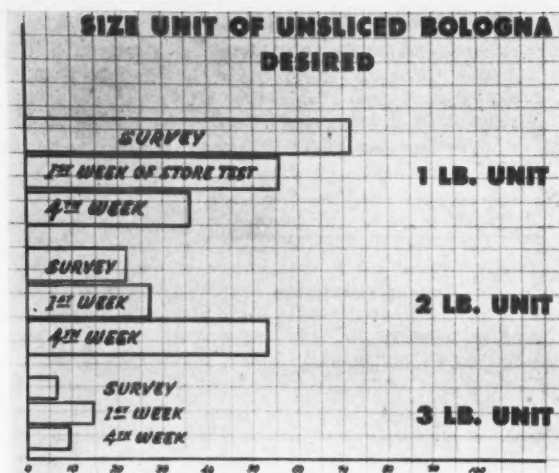


CHART 7: What consumer has seen affects preference statements, as illustrated by store test performance.

asked to complete the sentence, "These products (referring to bologna and franks) are generally made from \_\_\_\_\_," only 28 per cent said bologna was made from high quality meats; 61 per cent said bologna was made from low quality meats or meats whose quality varies a great deal. The opinion on quality of franks was only a few per cent higher.

Certainly we can say the consumer opinion of quality is not positive.

**NOT CONSIDERED VERY NOURISHING:** The average consumer does not consider either bologna or franks to be very nourishing food. Only 15 per cent of the consumers thought that bologna and franks were very nourishing; 71 per cent thought that these products were only fairly nourishing, and 10 per cent thought they were not very nourishing at all (Chart 6 on page 79).

These are important negative factors that will require a strong educational and merchandising effort by the industry to counteract.

Only 10 to 15 per cent of the consumers are aware of the true price premium they are paying for sliced luncheon meats over unsliced. This means that there is a definite but small segment of the current market that is truly economy-minded and can be appealed to by loss leader sales of chunks or chubs. However, to attempt to enlarge this group by pushing down quality and price would certainly not appear to be the proper approach in view of the negative opinion already held of quality and nutritive value.

Of the balance of 85 to 90 per cent of the market not truly economy-minded, approximately half are confirmed users of pre-sliced products as indicated by their stated willingness to buy it even at a 20c per pound premium. This is a major share of the market and should be nurtured and cared for well. However, this does not mean that this portion of the market will not buy bologna in other forms for other uses if they are presented such products and shown how to use them. Aside from the truly price conscious and the confirmed users of sliced product, the other half of the market is certainly susceptible to a sound promotional and merchandising campaign on other forms of sausage, and they do not appear to be particularly conscious of price.

**WHAT ABOUT HOT BOLOGNA?** When asked how these products were most often used, 87 per cent said they eat bologna "cold" and 94 per cent said they eat franks "hot." Since only 13 per cent of the consumers

are familiar with bologna served hot, this certainly would appear to be an area of promotion and merchandising, particularly since many consumers said they preferred franks to bologna because they believe that heating brings out the flavor in franks.

Our survey showed that consumer opinion regarding calorie content was good. Eleven to 13 per cent of consumers thought these products "not at all fattening," 75 to 80 per cent said "about the same as meat generally." Only 4 per cent thought these products were "very fattening." Thus, there should be no resistance to sausage products from the calorie-conscious consumer.

A number of market managers believed that there was an opinion among consumers that unsliced bologna did not stay fresh as well as sliced. We believe this impression was developed from a comparison of store level wrapped chunks vs. packer packaged sliced items, because our consumer survey showed the following: 55 per cent thought bologna in all forms stayed fresh as long as meats generally; 24 per cent thought bologna stayed fresh longer, and only 17 per cent thought bologna stayed fresh less long.

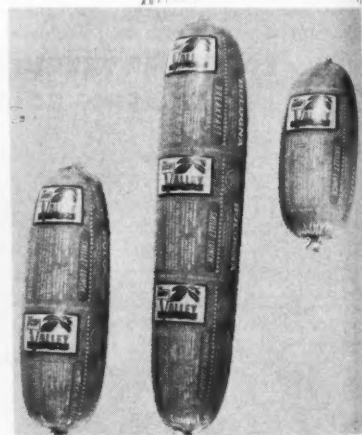
No users of only sliced bologna gave freshness as a reason for purchase. On the other hand, when the consumers were asked why people might buy unsliced bologna, the two outstanding reasons given were: 36 per cent said "to get the thickness of slice wanted" and 22 per cent said "because it stays fresh longer." This would indicate that there is no problem in this area.

**VARIETY IN SIZE NEEDED:** When the consumers were asked their preference as to physical dimensions, 18 per cent said "Ritz cracker size," 42 per cent said "bun size," and 40 per cent said "bread slice size." This definitely shows that variety in size is needed to satisfy the market and none of the three size markets is so small that it can be ignored.

When consumers were asked the quantity of unsliced bologna they would prefer to buy, 72 per cent said 1 lb., 21 per cent said 2 lbs., and 7 per cent said 3 lbs. When expressed in terms of tonnage, this preference means 72 per cent will buy 72 lbs., 21 per cent will buy 42 lbs., and 7 per cent will buy 21 lbs. Again, a wide variety of preference is indicated, and no part of the market is so small that it can be ignored.

As later proved by actual test, quantity preference statements are affected by what the consumer thinks is

**PRINTED CASINGS** featuring bologna hot-meal menu suggestions were designed by Tee-Pak for 1-, 2- and 3-lb. units to see if consumer will buy what she says she wants. Recipes show uses for bologna in breakfast, lunch and dinner menus. Casings now are available from the company.



available and what he or she has seen in the stores. Very few have had the opportunity to see unsliced bologna or other stick sausage in units larger than 1 lb.

We have amassed quite a bit of data. The next step

is to see whether the consumer, if she is given what she says she wants, will buy it. So first we designed this set of casings (see photo on page 86) providing a finished diameter to fit a sandwich bun, which was the consumer's first preference. They were made for 1-, 2- and 3-lb. units so the consumer would have an opportunity to choose quantity. They were to be finished as chubs, since the consumer's preference for chunks and chubs was about equal and, with the exception of the specialty, all beef 1-lb. chub, there is practically no offering of consumer chub products in the market today.

The design of the label followed the specifications the store managers recommended: 1) Printing of casing or label entirely around the cylindrical portion; 2) Product identification; 3) Use information, and 4) Identification of the brand.

We told the consumer how to use it in a different way for breakfast, for lunch and for dinner.

**TEST AT DECATUR, ILL.:** Next we selected the typical medium-size midwestern town of Decatur, Ill. We enlisted the cooperation of a packer and store chain. The product was put on the market at the worst possible season of the year—from the middle of November until the pre-Christmas weekend.

The packer and store agreed to do the following: The packer charged the same pound price for all three units—1-, 2- and 3-lb.—to give him an incentive in the larger unit of sale. The store priced to obtain a full 26 per cent gross margin. There was no advertising.

The promotional effort consisted of tested hot recipes run in the food editor's section of the local newspaper once in each of the first three weeks. A point of sale reminder also was used.

Seven stores were used to get a reasonable cross-section of activity, and here are the results: The total tonnage grew steadily except for the Thanksgiving weekend, which was the second week of the test. The 2-lb. unit became the large mover, but each of three sizes was preferred by some consumers (Chart 7 on page 80).

Even in the first week more people purchased the 2-lb. unit than the percentage indicated by the consumer panel. By the fourth week, the 2-lb. unit was by far the most

2-lb. unit move as much tonnage as 535 transactions where 6 oz. is the unit of sale. This item attracted to a large extent a new part of the consuming market. Its sale had little effect on the sliced product or the chunks, which were offered in the same quantities and area of display during the test as in the period prior to it.

Using the average weekly tonnage of the group of test stores for the four weeks just prior to the start of the test as a base, the third week of the test showed a 9 per cent increase in total bologna sold and the fourth week, a 12 per cent increase in total tonnage.

**SACRAMENTO TEST ENCOURAGING, TOO:** During the first three weeks in January just past, a similar test was run in the Sacramento market. The results were equally encouraging. The packer's volume through this one group of stores for the first three weeks of January was increased more than 200 per cent over the first three weeks in December.

In one area, 7,000 consumers responded to a product in the form in which they wanted it and information on how best to use it. The chain meat merchandiser agreed that "The promotion was highly successful" and that "Un sliced bologna can be merchandised on some basis other than price."

There is not much doubt that these products will become established in this marketing area. If these products can hold on a permanent basis only part of the gains developed during this test, the recent 4 per cent loss in per capita consumption of bologna can be turned into a gain. Yet, these products are satisfying just one other segment of the consuming market and there are undoubtedly many more.

Let's get back to the original question: "Does the consuming public like sausage?" There are apparently two basic points—quality and nutrition—upon which consumers tend to be negative and need enlightenment. These points are so vital that no food industry can afford to ignore them.

All indications point toward the bologna and salami varieties of sausage being placed in a "typed" position in the food field, which is commonly called "convenience." When members of our family panel were asked why they buy sliced bologna, the principal answer was "convenience." But when they were asked to finish the sentence, "Bologna is generally used by people who are ———," they answered: "In a hurry," "carry lunches," "hungry for a quick snack," "don't feel like cooking," "easily pleased," "lazy" and "on a strict budget." The intonation of these answers is certainly more blunt and less desirable than "convenience."

**CONSUMPTION BY AGE GROUP:** This feeling may be having a marked influence on the consumption by age group (see Chart 9 on following page).

The small-fry, the largest users of bologna, are handled quickly by Mom and apparently with some mental twinge of conscience if she questions the quality and nutrition of the product as indicated by her answers in the survey. The teenagers make more of their own decisions and they are smaller consumers than the younger children. Dad doesn't carry so many lunches anymore because of in-plant feeding, and he is not the important user he used to be. And Mom, who usually is responsible for the food purchases, is the smallest consumer of all.

In 1965 our total population will be 12 per cent larger than it is today, but the young people's group, those from the ages of 15 to 24, will be 25 per cent larger. This extremely important segment of our population will be learning to make up their own minds, starting new homes and determining the habits of their children. To change their views as a long term project requires that we edu-

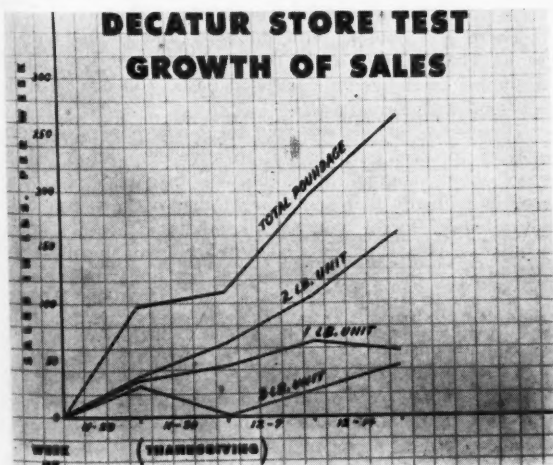


CHART 8: The 2-lb. unit became the prominent seller.

popular item (Chart 8). The display space allotted at the start of the test was for three 3-lb. units, five 2-lb. units and ten 1-lb. units. This was revised later as the 2-lb. unit became the prominent seller.

It is interesting to note that 100 purchases of this

cate them to the fact that not only is sausage a good buy when they are in a hurry, but it also is a highly nutritious, quality food that can be used in many ways.

This is a collective project because of its magnitude. There is ample opportunity to educate both through home economic classes in our schools and through in-plant and mass feeding programs in schools and institutions. There are available excellent media for this work. A complete in-plant feeding manual showing the values of sausage and the methods of using it as a food for mass feeding is available from Tee-Pak. A very complete consumer sausage recipe book by an outstanding home economist is available through the efforts of the Visking Co., division of Union Carbide Corp. There are other publications that may be used. The introduction of these educational media into your school systems could be a very worthwhile project for your association.

**WORK THROUGH FOOD EDITORS:** The second approach for shorter term results is through a public relations program aimed at food editors of newspapers, radio and TV. These people are always interested in new and different applications of food and educational subject matter for readers or listeners. Their suggestions that a product be used go a long way in building acceptance as a quality product because the average homemaker considers such people as authorities in their field. Much material is available for developing this kind of program either by an association or by individual packer.

In the Decatur and Sacramento tests, a "before and after" personal interview survey of 500 customers taken at random showed that in a period of three weeks the number of consumers who were aware of the use of bologna in hot dishes was increased by approximately 50 per cent. The change was almost identical in both markets. This was accomplished by the use of one recipe per week by the newspaper food editor, the point-of-sale recipe suggestion, a small give-away recipe folder and the recipes on the package.

The changing of consumer habits and impressions is a difficult task, but it is *done*. In less than a generation, food buying habits have been changed radically; food consumption habits have changed, too. During such a period of change, educational publicity is very helpful in holding position.

In the stores that you supply, is there this opportunity of selection that will bring bologna or salami "to most of the people in the form that they want it?"

**SHOPPERS WILLING TO PAY:** We also believe that, with proper merchandising, three-fourths or more of the people shopping in self-service markets will pay a price allowing a fair profit for both manufacturer and retailer.

If people will pay 75c to 80c per pound for bologna in a 6-oz. or 8-oz. sliced unit, they will probably buy it at 3c, 4c or 5c per pound more, or whatever is necessary for a fair profit. Forty per cent of the people we surveyed said they would pay a premium of 20c a pound to get bologna in the form they wanted it, even if they knew how much they were paying. Eighty-five to 90 per cent of them don't realize how much they are paying. They buy the unit they want.

The 2- to 2½-lb. broiling chicken is getting an increasing share of the market basket. Is it a bargain? At 39c per pound in the store, it's more than 90c per pound of edible meat on the table. No, it's not particularly a bargain, but it is what *part* of the market wants.

The competition for position in the self-service market basket is terrific, and many industries are merchandising their products in ever-increasing forms with ever-improved packaging to get their products to the most of the people in the forms in which they want them. Today

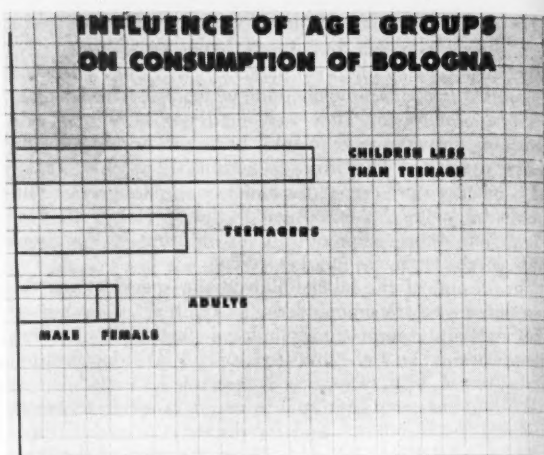


CHART 9: Small-fry now are largest bologna users.

the average supermarket carries 6,000 items that compete for the dollars that are spent to fill the market basket. This is double the number carried in the average food store in 1940. The president of one of our larger chains just recently estimated that in five years this number of items will grow from 6,000 to 15,000.

The sausage industry needs to continue to grow in numbers and variety of items "to satisfy more of the people," to keep its share of the total market basket.

**WHAT IS AHEAD?:** What share of the market basket will the sausage industry enjoy in the years ahead? As business people, we do know one thing and it applies equally to your business and our business. "Things just don't get done by themselves." Behind each accomplishment are some effort and action.

It will take effort and action to hold sausage's position in the market basket. And each of us, manufacturer, supplier and industry association, has a contribution we can make. First, we have a longer range educational job to do. It will probably be best accepted if headed by your association. Assistance for such a program can come from your suppliers and public relations counsel.

There is a shorter term publicity and promotion job to do. That's a job for all. Your suppliers are doing quite a number of things on a national basis. You can do it on a region and local basis.

How often do you use your local newspapers or radio stations for this purpose—not to advertise, but to tell a story about sausage? Sure, this will take effort on your part individually that will benefit other packers, too. But, please never forget, your real competitors are not other sausage makers but the 5,900 other items in the self-service store that are trying to get that dollar before any of you get it. And the 5,900 will grow to 10,000 or 12,000 or more. Whip your *real* competitors, and there will be enough business for all sausage competitors.

**JOINT EFFORTS REQUIRED:** We have markets to study to find what is wanted by *most* of the people, not just part of them. Suppliers can do this nationally. Associations can do it by region. Packers can do it locally.

We have a merchandising job to do. Everyone can assist in this, but in the final analysis the packer branded products in all the forms necessary to satisfy most of the people can get in that self-service case only if the packers that own those brands put them there. This simply means that more of you will need to participate with more and more items.

Will people like sausage? That depends on whether

we make them like it or not. Will people buy sausage? They will if they have been made to like it, if they understand all the ways to use it and can buy it in the form in which they wish to buy it.

Let's not look to the stores for the answers to our questions. They will handle anything the people want that they can sell at a profit. Let's look to ourselves for the answers—to sausage manufacturers, industry associations and suppliers. Only we have sufficient interest to educate today's and tomorrow's consumers on the benefit of sausage and all the ways to use it—to find all the ways sausage needs to be presented to satisfy most of them and then capture every possible area of display in the self-service markets.

How loudly sausage will ring the checkout register bell in the future will depend on how well we compete, not with each other, but with the 6,000 or 10,000 or 15,000 other items trying to get into that same market basket.

But the likes and dislikes of the consumers certainly are not the only influences that affect their purchases of sausage. The products have to be placed before them before they can be expected to buy.

Sausage is often compared to cheese in regard to the trend to slicing for self-service. But when we survey the actual conditions, we don't find much similarity in the way the two products are handled. To be sure both products have a sliced line as convenience items, but our survey has shown that for the average supermarket the display of unsliced sausage, other than franks and pork sausage, is less than half that of the sliced display. In the cheese case, on the other hand, the unsliced display is 50 per cent larger than the sliced display, and there is a wide variety of types and quantities to attract consumer acceptance. As a result of the wide variety of cheese products offered, and for which acceptance has been built, the cheese industry has been able to obtain a substantially larger display area per dollar of sales than has the sausage industry.

**DISPLAY AREA COMPARED:** This comparison is shown dramatically in the Super Value Stores study just released by *Progressive Grocer*. The weekly dollar sales per lineal foot of display were: for cheese, \$17; for all sausage items, \$74. The weekly dollar margin per lineal foot of display was: for cheese, \$3.60; for all sausage items, \$19.

The sausage industry needs a wider variety of products to give a greater portion of the market what it wants and, thus, to earn a greater share of the display area.

It does not appear that the maximum impact can be made on the public with only one-third of the sausage-producing plants offering consumer articles other than sliced product for sale. To be successful in the fight for a growing share of the self-service market basket, an industry needs general participation by most of its members, not necessarily all offering the same items but offering some things that will satisfy another part of the market and add to the total sausage display and volume.

From the several market surveys made by others, as well as our own recent ones, there appears to be desire for packer brand items. Packer brands are well regarded and they can aid in building the acceptance of sausage as a quality product.

There is much discussion about packer brands vs. retail brands and which has the greater impact on the consumer. We certainly are no authority on this subject, but we can act as a reporter to you. We were able to locate brand preference surveys for 1957 covering 18 major marketing areas. In every case, the leader in both frank and luncheon meat preference was a packer brand. In every case but one the leading packer had a 20 per

cent or greater brand preference. In no case did a retail brand have a preference rating higher than 10 per cent. In no case did all the retail brands combined have a preference equal to the one leading packer brand.

This would certainly indicate that packer brands are respected and desired. It would also seem that the maximum variety of well-packaged, quality products that are on display and sold through self-service markets can be the greatest assistance to your advertising programs in maintaining this brand preference.

**PUSH SAUSAGE WITH PUBLICITY:** For the general building of the sausage industry, we would like to recommend to you also the maximum use of publicity. Making the full use of publicity opportunities takes a lot of effort but usually can be accomplished at a modest cost. For example, last year during "National Hot Dog Month," editorial, news and recipe copy appeared in over 4,700 newspapers having a total circulation of more than 250,000,000; 245 radio and TV programs reaching more than 80,000,000 viewers and listeners featured the hot dog story for an average of 9 minutes per program.

Obviously the cost of winning this type of publicity was a minor fraction of the cost of paid space or time.

We also suggest the use of related item manufacturers to assist in any promotions. If you are selling bologna for use with noodles or spaghetti, it's always possible that there is a manufacturer of these products who desires to increase his sales, too.

The ultimate object of your business is no different from any business—to make a fair profit. To accomplish this, it isn't always enough to have an efficient plant operation; today, we usually have to merchandise, too. Merchandise is a very difficult word to define, but there is a brief definition that seems to fit well in self-service:

"Advertising brings the people to the product and merchandising brings the product to the people."

**MERCHANDISE FOR MANY:** To merchandise well, we must bring the product to as many of the people as possible, in the form that each desires, and show them how to use it.

The frank or hot dog is capturing a greater share of the market basket. When we go to the frank display in a store, what do we see? We usually see units of ½-lb., 1-lb. and 2- to 3-lb. family units. We see cocktail franks, regular franks, generally in two grades, all-beef franks, knackwurst and cheese franks. There is usually a choice of several packer brands.

Fresh pork sausage is capturing a growing share of the market basket. What do we find in the pork sausage market display? There are 1-lb. and 2-lb. bagged units, usually with a choice of mild or hot seasoning; baby links; large links; frozen patties and pre-cooked items. Again, we usually find a choice of several packer brands. These products are being merchandised because they are being brought to most of the people in the form that they want.

Is the present type display of bologna and salami products doing this kind of a complete job? You'll have your opinion, but we doubt that it is. We believe that the way these products are now displayed is good merchandising but for just part of the market.

Our family panel survey showed that the regular users of bologna think the product is too bland. The occasional or infrequent user thinks it is too highly spiced. Does one compromise formulation "bring to most of the consumers the product in the form that they want it?" Is natural cheddar cheese merchandised in one degree of sharpness? The family panel said it would take at least three diameters of bologna to satisfy most of them. And those interviewed said that they would like to purchase bologna in unit weights of from ¼ lb. up to 3 lbs.

## WSMPA Sausage Session

### Survey Reveals Costly Shortcomings in Handling Lunch Meats in Retail Stores



Asserts WSMPA Vice President A. T. LUER

**T**HE problem I will discuss has been bothering many of us a long time. My discussion will be a fact-finding one, with the objective of bringing the problem out into the open. I have no final conclusion to offer except to state the hope that when the problem has been recognized, something will be done about it. I am not going to dwell on processing since we have a fine sausage committee in our organization and much work has emphasized the importance of quality sausage made right.

We are all quite concerned about what happens to our products after they leave our plants and arrive at the retail level. Everyone assembled here is well aware of the revolution in sausage retailing which has brought about the change to marketing consumer packages instead of bulk goods. In addition to this great change in merchandising, we also recognize the radical changes made in processing and formulation in recent years.

In order to understand better some of the problems created by these changes I want to review the history of sausage. Sausage was probably first made about 3,500 years ago in Egypt, China and other Oriental countries. Meat could be preserved only by salting, curing and drying, which was done in caves and other cool places. The product of that time was dry and had a high salt content. Interest in the moisture in sausage arose many centuries after the development of sausage. It probably had its beginning concurrently with the discovery of refrigeration and the invention of domestic sausage in contrast to dry sausage.

The new domestic sausage was prepared by cooking instead of by drying, thus resulting in the retention of more moisture and making a more palatable product. Moisture began to play a vital rather than an undesirable role in sausage manufacturing.

The art of sausage making developed to a high degree in the northern European countries, especially in Germany, and delicatessen sausage was evolved. At the retail level the products were generally displayed in loaf form and consumers' wants were filled by slicing the required amount at the time of sale. Returns of spoiled merchandise were non-existent in those days.

Many changes have taken place since the war. Self-service retailing, necessitating prepackaging, made its appearance. I am not here to argue on the merits of self-service, but will only attempt to show some of the problems that this change in merchandising has brought producers and retailers of delicatessen products.

The consumer played an important role in the changes made in sausage formulation, in processing methods and in packaging. The demand today is for products which are salt-free, fat-free, tender, moist and juicy. The result is, that although we have better and more palatable products, they are more delicate and unstable than they were in the past.

Add to this delicacy the factors of slicing and prepackaging and display in self-service cases under strong

lights (often with inadequate refrigeration and improper rotation) and we have the perfect ingredients for the cause and cost of returned merchandise.

In the past year our firm has conducted extensive surveys of delicatessen products at all levels in our area and on the West Coast. My presentation is really a report on the way the product is handled from producer to consumer. Probably the proper place to begin is with the product itself. As Omar Khayyam said:

"The priceless ingredient of any product is the honesty and integrity of the producer. See to his name."

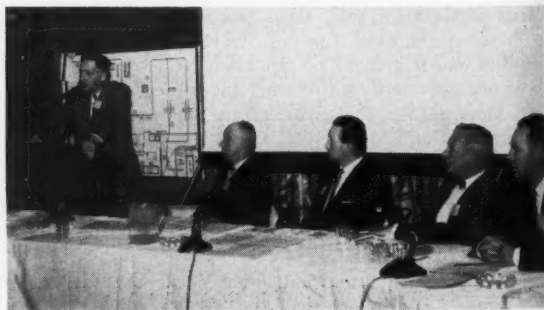
The industry must realize that it is the production department's responsibility to make a top quality product. From the time the raw materials arrive at the processing plant until the time when the finished product reaches the home, it should be under constant quality control observation. Great emphasis must be placed on use of proper raw materials and upon correct processing procedures. Refrigeration, sanitation and delivery of the product to retail outlets in good refrigerated trucks merit heavy emphasis.

I find that quite a number of processors still use the peddler system of selling and delivering. This speculative method of selling calls for a large stock of merchandise on the truck, which is often hauled around for several days and may not be well refrigerated.

An improvement over this method is to pre-sell and return with an empty truck at the end of the day.

Another criticism I might point at the processor is: In moving sausage from the assembly cooler to the dock, or into the truck, the product is often left standing in an area where the temperature is undesirably high. This results in product sweating which is conducive to sliming and bacterial growth.

Good inventory control should be stressed in the pack-



VACCINATION is only one weapon in brucellosis control, warns Dr. K. J. Peterson, Oregon state veterinarian, at joint beef and livestock conservation session. Beside him, left to right, are Harold Kummer, Kummer Meat Co., and H. Leland Jacobsmuhlen, Arrow Meat Co., both co-chairmen of the meeting; Larry Hilaire, president of National Restaurant Association, and L. Blaine Liljenquist, vice president and Washington representative of WSMPA.

inghouse as well as in the retail meat establishment.

Brand merchandising means that the manufacturer is identified with his product—good or bad—by the housewife. Since the manufacturer is identified with the product, his responsibility does not end at the loading dock; he must see that the product is properly refrigerated and handled en route to the store, and that the store treats the product in the right way.

The packing industry has been taking in stride the problems involved in the transition of sausage making from an art practiced by a chef to the science of a food technologist.

Sausage manufacturers can be proud of the advances and improvements in the production of delicatessen products. We have taken advantage of the development of packaging materials which, when coupled with fine art work, enable us to turn out attractive packages. However, we have not been able to do one thing—that is, to employ additives to achieve indefinite shelf life. There are no wrapping or packaging materials and no methods outside of canning, that will insure long shelf life for delicatessen products.

Since delicatessen products are unstable and perishable, it is the responsibility of management to see that the consumer is always exposed to good, wholesome and fresh products. How well she likes them, and how frequently she buys will determine how well we will do in the sausage business.

A weak link exists in the chain from the producer to the consumer; at the retailer level there seems to be a lack of understanding of the nature of the product. Sometimes the dealer seems to be indifferent to the manner in which the merchandise is handled. Such oversight on the part of the retailer endangers the potential earnings of one of the most lucrative departments in the retail food field. However, when I say "weak link" I must note some exceptions:

Several large chains in our area slice and prepack at each retail outlet. Merchandise is prepackaged to meet only the requirements of one day and the surplus inventory is stored in loaf form. This type of operation requires stores with heavy foot traffic.

Another type of operation is that in which the retail organization has its own kitchen where slicing and prepackaging are done, and from which at least one or two

deliveries are made per day to the retail outlets. This system is also very effective, with few or no returns on account of spoilage.

Operators such as I have just mentioned have always been conscious of the specialized nature of the delicatessen department and they have always had sympathy and feeling for the product. They employ trained delicatessen help in all their markets and exercise rigid supervision through traveling supervisors. However, much of our product is moved through retail outlets which depend upon the processors for their prepackaged merchandise. They are one or two days farther removed from the slicing and packaging operation, which gives them a slight disadvantage from the freshness standpoint.

**Survey:** We recently conducted a survey of retail markets in our own area in Southern California to attempt to get answers to the following questions:

Is the product left out of refrigeration too long?

Is there proper rotation of the product in the cases?

Does the delicatessen buyer over-order?

Do the clerks fill the cases too full?

What is the average temperature maintained in the delicatessen cases?

What is the average age of the prepackaged luncheon meats offered for sale in the delicatessen cases?

**The first question:** Is the product left out of refrigeration too long? We find that in most instances the product goes into the holding cooler soon after arrival. However, when the clerk is pricing the product and stocking the delicatessen cases he often overloads his carrying cart and may be called away from the job to check out customers, to do some receiving or even to stock shelves. Meanwhile, the product is out of refrigeration for a considerable period of time and that is all bacteria need—just a little time. The product warms up and begins to sweat which welcomes sliming and bacterial growth.

To make a comparison of the manner in which some other perishable products are handled in the average market, let me point out that most markets have up-to-date and well-refrigerated facilities for breaking beef and preparing cuts, roasts, steaks, etc., under controlled temperature. The cuts are wrapped, weighed, priced and placed in the self-service cases, all under refrigeration. In some markets these cuts are rewrapped after 48 hours. Ice cream, butter, frozen foods, etc., all receive careful

**PROCUREMENT** experts for the armed forces took home several suggestions for improvement in specifications and procedures from the beef boners session. They, in turn, told the boners how some of the products bought by the government are being modified in the interests of user agencies and suppliers.



treatment in stocking the cases. However, delicatessen products—perhaps even more perishable than fresh meat—are not regarded in the same light. Because lunch meats and franks are cooked and made sterile in processing, many dealers put these products in the same class as staple groceries or canned goods and handle them in a like manner.

**The second question:** Is there proper rotation of product in the cases? It can be answered as follows: Wherever there is a trained delicatessen clerk with the proper attitude, and a simple coding system is in use, there is no problem of rotating the product. However, whenever such a delicatessen clerk has his day off, or is working in another department and some grocery clerk puts the product in the case, you can look for trouble. He knows nothing about the code dating system and does not understand the need for rotation. Part-time delicatessen clerks do not work out satisfactorily.

Some markets have delicatessen managers and others have checkers assigned to delicatessen products.

Another practice came to our attention in the survey, namely that of putting the oldest product forward. This is a mistake for we know from experience that the shopper always reaches to the back row. The oldest merchandise should be placed on top.

Some clerks are surface workers. During a slack time, and when the stock is low, they will dump a lot of fresh merchandise on top of the old, hoping that it will be pretty well cleaned up during the rush hours.

I have just mentioned code dating. There is need for a simple coding system that will not require a lot of deciphering by the delicatessen clerk. We use as a coding system in our firm the name "L-U-E-R" for the first, second, third and fourth weeks of the month. The fifth week has an "S."

You might say that such coding is by the week. You can code by the day, but I believe that it is pointless. After having seen the age of some of the product in the cases, I will settle for it by the week. If the clerk who handles the product can always identify it with either the maker or the brand name, he will never have to try to decipher it, it will always be there, and he won't need a code book. I think a very intricate code system is unsatisfactory.

**The third question is:** Does the delicatessen buyer over-order? At times I feel that the question should read: Do we over-sell, instead of do they over-order. In either case, this is one phase of the product returns problem about which we can do something. Knowing the customer and the account and, by all means, by watching the returns, we should be able to overcome over-selling. I think that with a little explanation and counseling we could eliminate over-ordering on the customer's part. Our salesmen should be more concerned about servicing the account rather than overloading it by selling.

Over-ordering reverts to the mistaken idea that the sale is guaranteed and the famous words of some delicatessen help: "I will order heavy. I don't want to run out. What the heck, the product is guaranteed."

**The fourth question:** Do the clerks fill the cases too full? This can be answered in two ways; some fill their cases too full for the amount of business they do, and some fill their cases over the maximum refrigeration level. In either case, the product is bound to suffer. Overloading occurs mostly over weekends and during special sales. Some delicatessen supervisor-buyers require a full case at all times for merchandising effect and they go off the deep end in this respect.

**Question No. 5 is:** What is the average temperature maintained in the delicatessen case? This was a hard one

to answer. In taking a spot check of temperatures in cases in Southern California, we came up with just about any given number from 32° to 65°. The magic number seemed to be around 40 to 42°, and here spoilage will be at the minimum. Case temperatures during the winter months ranged from 36 to 40°, and in the summer from 45 to 50° or higher. During July and August we experience our greatest returns; the weather is hot and humid, the delicatessen cases are stocked too full, and it is difficult to maintain good refrigeration at this season.

To determine the effect of temperature on the keeping quality of product, we conducted an experiment by stocking a delicatessen case with franks of four leading brands, not over a day old, and held them at a temperature of 50°. At the end of seven days all four brands showed signs of deterioration.

We repeated this experiment with the case at a temperature of 42°. Not until the end of 14 days did we discover any signs of deterioration.

Although this test may not be conclusive, it does show that products held at the proper temperature will keep for a longer time.

**Question No. 6 is:** What is the average age of the prepackaged products in the delicatessen case? This is the \$64 question. The startling figure is that the average package offered for sale is 12 days old! We found they ranged in age from four to 30 days. Some of the products returned to us for credit have been 60 days old. Sixty day old—and the dealer expects full credit because, he says, the product is too old, faulty and does not sell.

I stopped in one of the supermarkets in our area recently and, as usual, I wandered over to the delicatessen case. I saw some very old braunschweiger chunks with whiskers on them. I put several in my basket and rolled the cart to the cashier, speculating on just what the checker would do about those old chunks. You guessed right. He included them with the rest of my purchases. The condition of the product did not seem to register with him at all.

**EFFECT ON CONSUMERS:** We receive many letters from consumers during the course of the year expressing approval of our products, and some criticize a product or formula or packaging. However, one letter in particular gave me something to think about. This lady wrote:

"Last Saturday evening I stopped in X Market and purchased some luncheon meats which I intended to serve as a midnight snack. Imagine my embarrassment when, upon opening these at midnight, I found most of them unfit for use. Some packages were moldy and slimy. It was too late to shop for more merchandise since markets were closed.

"I have used your products for many years and know that you do not put out that kind of merchandise."

She was indicting the merchant. Here was a consumer who was loyal to a product and took an intelligent view of the situation. How many hundreds of consumers have been disappointed, but never complained, and have simply turned to other items?

In a consumer survey we made within the last two years, about 35 per cent of those interviewed said they did not use luncheon meats. Fifteen per cent of the respondents said they had never used them, and 20 per cent reported they did not like such products because they had been disappointed in them too many times.

This would indicate that the cost of the merchandise returned is not as serious a loss as the creation of consumer resistance to the product.

As we became aware of the increasing amount of prepackaged merchandise being returned for credit, we de-

[Continued on page 94]

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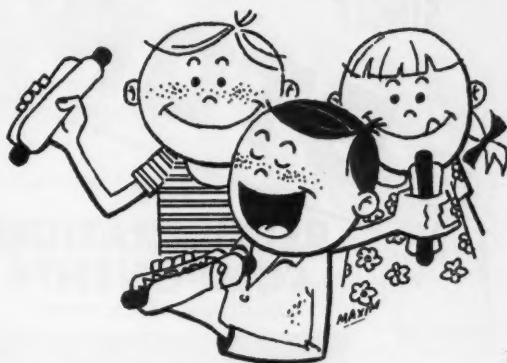
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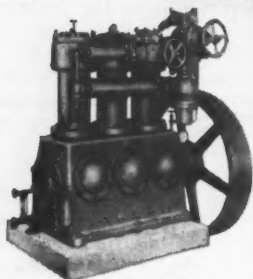
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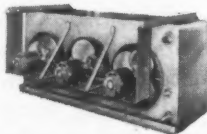
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## WSMPA Sausage-Prepackaging

### Brainstormers Flush Out Numerous Ideas On Improving Status of Processed Meats

Packers, Retailers and Merchandisers Do Some Free Wheeling

**A** "BRAINSTORMING" panel moderated by Hal Chase of Batten, Barton, Durstine & Osborn, Inc., San Francisco, was told to reach into outer space, if so moved, for ideas on "How to improve the sale of processed meats by encouraging the occasional buyer to use them more regularly."

Panel members were: Edward F. Hirschman, division head, delicatessen department, Von's Grocery Co., Los Angeles; D. M. Peckham, meat merchandiser, Safeway Stores, Inc., Oakland, Calif.; Roy Joseph, product development specialist, Marathon Corp., Menasha, Wis.; Jerry Coonley, Market Research Corp. of America, San Francisco; Mrs. Kathy Ekman, assistant in charge of brainstorming, Batten, Barton, Durstine & Osborn; Don Wilson, general manager, Carstens Packing division, Hygrade Food Products Corp., Tacoma; Albert T. Luer, president, Luer Packing Co., Los Angeles; Eugene Malo, Del Monte Meat Co., Portland, Ore.; Thores Johnson, president, Made-Rite Sausage Co., Sacramento; Lewis Kassis, Kassis Brothers, Sacramento; William Reinhardt, vice president, Fred Meyer Co., Portland; Mrs. Robert Brady, Berkeley, Calif., and Mrs. Kathy Magnuson, copywriter, Batten, Barton, Durstine & Osborn.

Four rules for the brainstorming technique developed by the advertising agency were explained by Chase: 1) Criticism is ruled out. Adverse judgment of ideas must be withheld until later; 2) "Free wheeling" is welcomed. The wilder the ideas, the better; it is easier to tame down than to think up; 3) Quantity is wanted. The greater the number of ideas, the more the likelihood of good ones, and 4) Combination and improvement are sought. Suggestions by others on an idea give better ideas. Combination of ideas leads to more and better ideas.

"Who has the first idea?" Chase asked the panelists in opening this concluding event of the final convention session.

**EUGENE MALO:** Quit making phony "baloney."

**MRS. KATHY MAGNUSON:** Put it in tubes so that it can be used on canapes and casseroles for designing and so forth, and it will keep better.

**MODERATOR HAL CHASE:** Put it in tubes and squeeze it out, right?

**MRS. KATHY EKMAN:** Put it in foil.

**WILLIAM REINHARDT:** Specify uses for each product on the display or on the label.

**LEWIS KASSIS:** I would like to suggest that the package have a larger product name and a smaller brand name to let the customer know exactly what he is buying when he picks up the package.

**D. M. PECKHAM:** Develop more exotic names for the different loaves.

**JERRY COONLEY:** Make the packages less similar, less confusing.

**MRS. MAGNUSON:** Have a slogan for a processed meat.

**MRS. ROBERT BRADY:** Tell consumers the truth.

**MRS. MAGNUSON:** Along with that, I could see full-page ads explaining what bologna is and what salami is. I'm sure nine out of ten women don't know.

**DON WILSON:** We, as packers, should take it upon ourselves to make a quality product and police our own people. I think if we asked any four or five packers, they would all say, "we make quality sausage." What is quality? We should all go home and look the situation over and help each other. If we see bad packages, whether they belong to our competitor or not, we should pick them up and, try to get them removed from the display. We should call our competitors, and tell them. That would help all get away from phony baloney.

**MRS. BRADY:** Let consumers help you police your competitors. Leave off coding and put the date on the package so we can read it.

**ALBERT T. LUER:** Stress the economy of sausage by the slogan: "Buy a pound and you consume a pound."

**MALO:** Police well the appetite appeal of your product, not only at plant level but also at the retail level.

**REINHARDT:** Show the cost per serving portion as well as the unit cost on packages.

**EDWARD F. HIRSCHMAN:** "Bologna" doesn't sound good to the average person. Let's start talking bologna up by telling the people what is in it and how good it is.

**MODERATOR CHASE:** You want to get rid of the word "bologna," right?

**ROY JOSEPH:** Change the name.

**MRS. EKMAN:** Play up the gourmet angle of sausage and the use of sausage.

**COONLEY:** Play up the nutritive value of the sausage.

**KASSIS:** Manufacturers might put recipes on the package telling the various uses. In other words, there wouldn't be the same recipe right through but a variety of recipes on the same product.

**JOSEPH:** Along with the recipe, give her the number of portions.

**MRS. MAGNUSON:** There would be recipe contests sponsored by the meat processor, and then perhaps the ten top entries could be made into a recipe booklet that would be distributed at point of sale.

**WILSON:** Packers with TV and radio programs could take one sausage item at a time and tell the public how to use it and what kind of meat it is made of. This should be done honestly, without hocus-pocus.

**MRS. EKMAN:** That recipe booklet suggested earlier, showing different ways to use the product, could be sold to consumers at point of sale and also distributed to television food commentators so they could demonstrate different ways to use the item.

**MODERATOR CHASE:** Actually put the booklet on sale at point of sale.

**REINHARDT:** Sell the consumer on the idea of using the product fresh. Inform her that it is perishable the same as milk, butter and other such products.

**MRS. BRADY:** Let the consumer know how long she can keep the product. Don't be afraid to let her know

that she shouldn't keep it more than a day or so. Tell her that it is delicate. Don't try to hide this from her.

**MRS. MAGNUSON:** Something I would like as a housewife would be a pack of frozen sandwiches of all kinds, with different kinds of bread, so I could put perhaps a week's supply in my freezer and pull some out each day. I also would like frozen canapes for entertaining.

**MRS. EKMAN:** As a housewife who makes lunches frequently, I would like several different kinds of sandwich meat in one package.

**REINHARDT:** Get the bakeries to slice their bread thinner and slice your bologna thicker.

**THORES JOHNSON:** Package complete meals, such as TV lunches, only use sausage items in them.

**MALO:** Solicit your local newspapers to tell the protein value of cold cuts.

**MODERATOR CHASE:** How would you go about that? Do you have any ideas on how we can get to the newspapers? This is a very good area for you to operate in.

**LUER:** If you advertise in the newspapers, they will take articles.

**MODERATOR CHASE:** I would like to suggest that the industry as a whole try to encourage the retailers to advertise their products by paying for newspaper ads or giving them incentives on the volume so that they will be more encouraged. That is done in the grocery end, and I am sure that the meat end has been lacking in that one department. If retailers were encouraged to advertise processed meat, I'm sure it would help.

**JOSEPH:** Play up the quality instead of the quantity.

**MRS. EKMAN:** Do something to change the impression in customers' minds that a lot of sausage isn't fit to eat. Some of them tell me: "If you knew how it was made, you wouldn't eat it."

**MRS. BRADY:** That can be done with honest labeling if the product is honestly made.

**JOHNSON:** Encourage plant tours to show consumers how sausage is made.

**MODERATOR CHASE:** Anything that we can do with plant tours, I think, is a good idea.

**HIRSCHMAN:** I don't have any ideas on that, but Albert Luer covered something earlier this afternoon that came close to my heart. He said the problem giving him trouble is the return of products that are old. Retailers have to quit treating delicatessen products as stepchildren so the customer gets fresh merchandise and then processors will find that their sales will increase.

**MODERATOR CHASE:** How do you get the retailers to do that?

**MRS. EKMAN:** Perhaps you can take the delicatessen cases out of the meat department and put them in either the frozen food department or in the bakery department, which would not only stimulate the sales of sandwich items but might make the clerks pay more attention.

**LUER:** Point out to top management these losses and the mistreatment of product at lower levels, of which they are probably not conscious.

**MRS. BRADY:** If the date of the wrapping were on the package, the consumer would take care of the problem.

**MODERATOR CHASE:** I have an idea. If the date were on the package, why not encourage the consumer to turn in the retailers?

**WILSON:** We have found this method quite successful. When we have packaged items returned, we take them up to our packaging room. Most of the employees there are housewives or they do the cooking at home. We have sort of a brainstorm system with them, we show the returned merchandise to them and we get quite a lot of good ideas from them on how to help our quality. You would be surprised at what people right out of your



**FRANK W. LOVEJOY**, retired executive of Socony Mobil Oil Co., giving his inspirational address on "The Price of Best Is Always All the Rest" at the opening general session. He is flanked (left to right) by **E. Floyd Forbes**, WSMFA president and general manager; **Eugene Ranconi** of Waltham-Schilling & Co., the secretary of the association, and **Anton Rieder**, Coast Packing Co., WSMFA treasurer.

plant will tell you and how they will help you. If we would wipe the cobwebs out of our eyes and let other people tell us, we could do a better job with sausage.

**MODERATOR CHASE:** I want to call a halt for a count of ideas. We have come up with 42 ideas already in barely ten minutes. Let's keep going.

**MRS. MAGNUSON:** One of the speakers today mentioned that late November is not a very good time for cold cuts. It's Thanksgiving time, and I think you can make a wonderful stuffing with sausage. A Thanksgiving sausage promotion seems like a good idea.

**MAGNUSON:** The promotion could include canapes for entertaining during the holidays.

**PECKHAM:** Safeway sausage sales were higher last December than the yearly average.

**KASSIS:** Relative to package coding and bringing the importance of the fresh cold meats to the supermarket owners is a very important project. It is one of the toughest jobs there is. It took me at least ten years to decide on our solution. I finally had to put a man on special, to do nothing but handle the delicatessen departments; he goes from store to store to check on the handling of our products. If he finds old merchandise, he reminds the retailer that any consumer who took it home would then buy her groceries some place else.

**MODERATOR CHASE:** In other words, you pre-shop.

**KASSIS:** You are hitting the owner of that business just where it hurts most. He doesn't want to lose a customer for any reason and, therefore, he will pay attention to the suggestion that he should give his delicatessen department more attention. Coding of an item also has been a very sore spot. For some time one firm did code the actual date of manufacture, and the company ran into a lot of problems. However, in our organization we code the date of manufacture and we simplify it so all our people can read it. We also have a pull-out date from six to ten days later and the package is removed.

**MODERATOR CHASE:** In other words, you really do see that the merchandise is pulled out?

**KASSIS:** We simplify the code so everyone can read the date and even the customer can make it out before long. We are not a bit afraid of that because we want customers to know that the item is fresh.

**MRS. MAGNUSON:** Processed meat is awfully good hot. What about having a woman who gives out hot chunks of salami in chain stores?

**MODERATOR CHASE:** A demonstrator?

**MRS. MAGNUSON:** Yes, one who gives you a sample.

**MODERATOR CHASE:** Any ideas on that?

**LUER:** Employ homemakers' organizations, women who will sample your product along with two or three others, and see how well yours compares.

**MODERATOR CHASE:** Very good.

**JOSEPH:** Strive for new formulas, new ingredients, a

better type of delicatessen products for the modern trade.

**MRS. MAGNUSON:** What about frankfurters in different colors?

**MODERATOR CHASE:** That's the best one yet.

**WILSON:** From the ladies on the panel, it seems that one of the big questions is code dating. Why don't the retail stores just tell consumers how old each packer's product is? Why don't they say this is one day old, two days old, three days old, etc.?

**MRS. EKMAN:** Maybe I shouldn't admit it, but I am learning something today. I didn't realize that processed meats spoil as quickly as they do. Now I am going to start looking for a code date. I was going to suggest, however, that if you send out consumer material to newspaper food editors, etc., telling people that these products do spoil, that will take care of the problem. People won't buy the old products.

**LUER:** Have the baking industry make ten hot dog rolls to a bundle instead of 12, because we have ten franks in a package.

**JOHNSON:** Encourage tie-ins with other compatible foods, such as mustard, beans or sauerkraut, to promote the sale of luncheon meats.

**MRS. MAGNUSON:** There could be breakfast specials, perhaps, to promote the sale of chip beef and eggs or something like that. They might be sold in a little display in front of the store.

**PECKHAM:** Have retailers make up combination packages and actually display them together in cases.

**LUER:** To replace cheese sales with meat sales, have a variety of packages of four products, including one package of cheese. Then you are determining the ratio of cheese to sausage.

**MALO:** Don't destroy the quality of a well-made product by overseasoning, particularly with condiments that will create a burp.

**COONLEY:** Most luncheon meats tend to be highly spiced and, therefore, are appetizer items. Make a very low-seasoned product that could be sold in large quantities to replace fresh meats; maybe the product could be baked or roasted.

**KASSIS:** Do the recipe tie-in and the demonstration of the cooked product in the stores. In that way, you will show the women it can be done.

**JOSEPH:** Strive for a more functional package.

**CHASE:** What about the package? Is there anything we can do with that package?

**MRS. EKMAN:** Perhaps you could put sausage in a plastic container, such as frozen sherbet comes in. The container could hold six, seven or eight slices so it also could be used as a refrigerator container afterward.

**LUER:** Put more color on the packages. There is now a monotony of color on all luncheon meats in the case.

**JOHNSON:** Close up the package and put on a printed wrapper, with interesting illustrations, such as are used on frozen pies.

**MODERATOR CHASE:** Those interesting illustrations actually don't show the contents as such, but feature the product in use, is that right?

**JOHNSON:** Yes.

**MODERATOR CHASE:** All right. I want to call for another count here. We have 63 ideas. Let's shoot for a big 75 ideas.

**HIRSCHMAN:** Show more product and less printing.

**MRS. MAGNUSON:** You might be able to merchandise your product through the bread industry because sausage bread is quite a delicacy. It is made by an old-fashioned recipe.

**PECKHAM:** Pay more attention to color tones of light over the display.

**REINHARDT:** Strive for better quality, more frequent deliveries. Use your return service to sell freshness, rather than to get the people to order too heavily.

**MRS. BRADY:** Put on the package the amount of water so we can tell how much shrinkage to expect.

**KASSIS:** You have been trading at the wrong store. You should come up to the Stop 'N' Shop in Sacramento. In regard to coding and to the freshness of products, I find that many times the processor will make the merchandise and sell it afterwards. It requires a lot of work, but it is very effective to take the order first and process the merchandise afterward. In that way, when the merchant gets your product, he knows it is only one day old. In the baking industry, particularly, we find that sometimes, because of a business slow-down, product is five or six days old before we even get it. We have gone so far as to put the deciphered codes on a sheet of paper and instruct our managers that any bakery product three days old or older is to be returned. They are not to accept it under any circumstances, even if we are out of baked goods.

**MODERATOR CHASE:** In other words, you want processors to take the order, then produce?

**KASSIS:** Yes, they should take the order and then process it. Or if they know they are going to make 100,000 lbs. of an item in a week, they should divide that total by five, which will give them 20,000 lbs. to produce each day. They may make 12,000 lbs. ahead and then make the other 8,000 lbs. after they get the order. In other words, somewhere along the line that should be worked out. I am sure the industry as a whole would profit by it.

**LUER:** Freshness is one of the greatest attractions in the sausage package. That must start with the processor. He must see that he always maintains a proper inventory and does not overrun and deliver old merchandise, and, at the same time the sausage must be handled by trained clerks in the delicatessen stores.

**WILSON:** Let's stop covering up our mistakes in the packinghouse and putting them in the sausage kitchens.

**MALO:** Let's discourage the use of unrefrigerated aisle displays of cold cuts that need refrigeration.

**MRS. BRADY:** I would like to know what is in salami when I buy it, or in any of the rest of the packages. How much of it is beef, how much is pork, how much is milk solids, and how much is water? In other words, I would like to see adequate labeling.

**LUER:** If you will read the label, it will tell you how much there is in all the products. The ingredients are listed according to their importance.

**HIRSCHMAN:** I would like to see sausage makers as a whole play down this "all-beef" slogan and start talking about good sausage. I don't know how this "all-beef" terminology crept in about eight or ten years ago. Any sausage maker in the world will tell you that you can't make a good top sausage out of all beef. Let's start making better sausage.

**MODERATOR CHASE:** That's right.

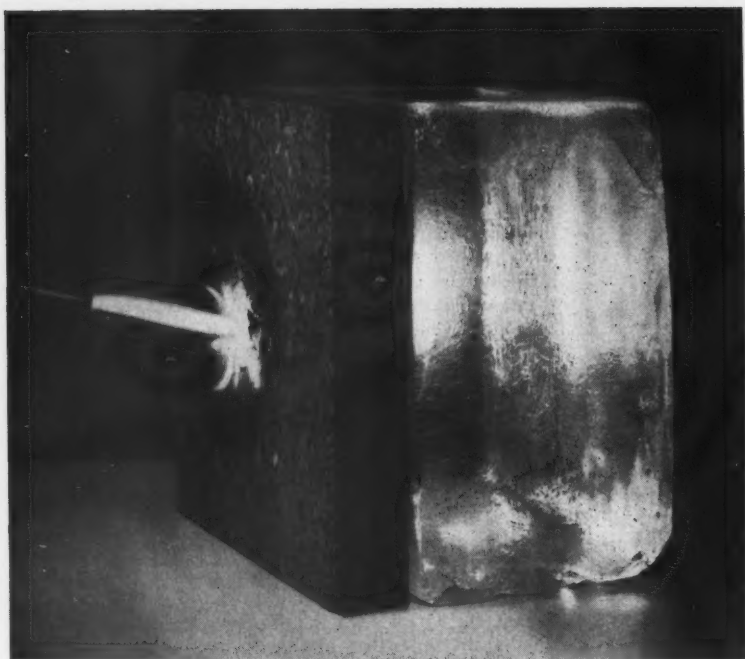
**PECKHAM:** Standardize on consumer weight packages. These 4-oz., 5-oz. and 6-oz. packages are very confusing.

**LUER:** Encourage the government to consider letting the industry use more dry milk solids in sausage instead of fats.

**MODERATOR CHASE:** How about the advertising that you people are doing? Is there anything you would want to change in that? There is a service angle we can work on advertising.

**LUER:** One of the best forms of advertising is demonstration at the point of sale in the markets.

**KASSIS:** Along that same line, make small advertising



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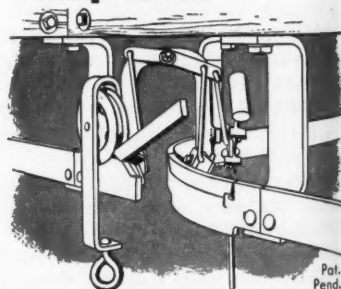
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mats so that the merchant can afford to use them. So often the mats are so large that the merchant discards them before they are ever used.

**MODERATOR CHASE:** In other words, you would increase your variety of mats. If the merchant does want a big one, you can give it to him. If he wants a small one, you can give that to him, too.

**COONLEY:** The whole industry could use an educational campaign emphasizing the value, the economy and other features of quality.

**MRS. MAGNUSON:** Campbell Soup Co. has done very well by taking each item in its soup—carrots, celery, etc.—and telling how much love and care goes into each item. Perhaps you could do that with your pork and your beef.

**JOHNSON:** Why not advertise sausage for breakfast, sausage for lunch and sausage for dinner?

**MODERATOR CHASE:** In other words, promote sausage not only for an occasional meal but all the way through the day.

**PECKHAM:** Play up sausage for barbecuing even more.

**MRS. EKMAN:** Do a little direct mail sampling along with some recipes, using small packets of meat.

**HIRSCHMAN:** Put more of the spreads in plastic cups so the housewife can take the lid off and make a sandwich or two, put the lid back and it's all in good shape. Once she cuts the end off a link, then what does she do?

**LUER:** Have scheduled visiting days through the plant and let the public see how your sausage is made. That will also force you to keep your plants nice and clean. Then the visitors will have no doubt as to what sausage is made of. They will know it is not the clean-up of the kitchen.

**MRS. EKMAN:** Make some educational films for distribution to schools on how sausage is made.

**JOSEPH:** Distribute those same films to women's clubs.

**MRS. MAGNUSON:** It would be wonderful if you could put out a line of ingredients for foreign foods, Italian, Chinese, etc. I have often wished I could get a little package of slivered beef to put into sukiyaki.

**MRS. EKMAN:** Put some of the spreads in large jars, like the big, wide-mouth mayonnaise jars, so housewives can keep them in the refrigerator and get at them whenever they want to.

**MODERATOR CHASE:** Hold your ideas. We are having another count. We now have 95 ideas, and we will shoot for 105.

**HIRSCHMAN:** E. E. Ellies of Tee-Pak, Inc., brought up a good point about variety in his talk. Bologna, for instance, might have high, medium or low garlic content. I think that would push bologna sales.

**JOSEPH:** The packer should get some outside ideas on flavor instead of forming his own conclusions.

**MODERATOR CHASE:** How about checking the consumer and asking her what she thinks about the flavor?

**JOSEPH:** That's a good idea.

**MALO:** Fried bologna is very delicious. Let the public know that.

**LUER:** Cater to young children and babies by making a bologna and wiener with no seasoning.

**MRS. EKMAN:** Put the frankfurters and bologna in shapes of animals for children.

**MRS. BRADY:** If this is going to be made for babies and children, it will have to be labeled much better. If children got a high bacteria content because of the product's age, they would be in danger.

**LUER:** Put some letters of the alphabet in the formula so the children will have some excitement when they cut the product.

**COONLEY:** Have strained bologna or other sausage, low seasoned and made to compete with some of the present strained meats for babies.

**KASSIS:** Tie cold meats in with potato salad, or some of your meat loaves with gravy and potatoes and corn. Promote a regular dinner of some of these items.

**HIRSCHMAN:** I would say make better sausage. When I came back from Europe, a man asked me: "Is it true that all they do in Munich or Bavaria is eat sausage and drink beer?" I said, "True, and if you go there, you will do the same thing."

**REINHARDT:** Encourage use of more sausage in the school feeding program.

**MODERATOR CHASE:** There is a good area to work in. How about it?

**COONLEY:** Get more bars to serve hot appetizers.

**MRS. EKMAN:** Promote do-it-yourself sandwiches buffet-style in restaurants and bars.

**MODERATOR CHASE:** How about the return of the old free lunch?

**LUER:** We would have to have a nickel cigar and a nickel beer, wouldn't we?

**MRS. MAGNUSON:** If meats stay fresher when they are not sliced ahead of time, perhaps you could offer as a premium one of these hand slicers for \$2.98 or so.

**MODERATOR CHASE:** How about promotional material for restaurants? It seems as though most is done by the soft drink companies. Have we any ideas about how we can get restaurants to plug sausage for lunch?

**WILSON:** We could have restaurants feature a sandwich of the day each day of the week. That might help a little in the promotion.

**MRS. MAGNUSON:** You could make wonderful shish-kebab with spiced frankfurters. That could be the Wednesday luncheon.

**HIRSCHMAN:** Get all the markets to promote more chunk items, rather than sliced, because the customer will always buy a larger quantity of chunk merchandise than he will sliced, as was pointed out earlier by E. E. Ellies in his sausage report.

**LUER:** More chunk items will assure freshness of the product because chunks won't deteriorate as rapidly as the sliced items.

**MODERATOR CHASE:** We should tell the consumer that, too.

**PECKHAM:** Sell halves of pork roasts for reheating like meat loaves in the home. They could even be served with dressing.

**MODERATOR CHASE:** We have been going half an hour, and we have come up with 108 ideas. I will take it from here. You've just seen one-eighth of the brainstorm process. You saw how this fine panel pushed out over 100 ideas on this apparently perplexing problem in the industry. Now, what happens to the ideas? First, they are typed up and given to me, and it is my job to edit the ideas. I cull any duplication between ideas and group them into rough categories. Then I pass them back to a group of men who are pre-selected in this audience. It will be their job to screen the ideas and take out any to be developed into full proposals.

After the ideas are screened, you'll probably find that about 90 per cent of them are not worth anything. They will be impractical. At B.B.D. & O. we run from 5 to 7 per cent usable ideas per brainstorm session. If we get 10 per cent, we consider that excellent. If we get only 1 per cent or only one usable idea, the thing has been well worth the trouble. Screening is important and must be done carefully. Most bosses don't have the time to plow through all the stuff that comes out of the brainstorm session. So don't dump the whole batch on his desk. Give him the screened ideas, or better still, give him the fully developed proposals. Then, if he wants to see everything, show it to him.

I'd like to outline briefly some of the steps which you

should follow in setting up a brainstorming system in your own organization. First, get someone who is interested and believes in brainstorming to sponsor it. Have him select a person who will be responsible for brainstorming in your company. It will be this man's job to go through the people in the company, select the moderator and panel members, and schedule the sessions. It is important that everything goes through him or you are going to lose control.

Then use as your guide the material which is available from B.B.D. & O. You can get this material by writing to Alex Osborn, c/o The Creative Education Foundation, 1614 Rand Building, Buffalo, N. Y.

Next, you set up a permanent panel. The permanent members should make up two-thirds of your panel session. You fill in with invited guests. These new people will keep the session from getting into a groove and will help it stay loose. Also, it will help to get other people into the brainstorm session.

Two days before the meeting, send out a memo stating the problem, giving some background material to stir up



A SMALL group confers in front of the registration desk; the ladies are probably going to shop and the men will attend the meetings.

the panelists' thoughts. Also, you ought to attach a piece of paper to the memo so that they can jot down tentative ideas to bring to the meeting. Be sure that the problem is stated specifically and be sure that you don't give them a general problem. For instance, don't ask, "How can we cut down absenteeism in the company?" Instead, ask, "How can we work on the wives of the workers to help cut down absenteeism in the company?" If a brainstorm is going to flop, here is one of the main reasons for it. A meeting will drift aimlessly when a clear statement of the problem is lacking.

Start out slowly. You may want to run some practice

sessions first. It might be best to confine your brainstorm sessions to people of the same echelon in the company until you get your feet on the ground. When you get all the bugs out of the system, then you can mix upper echelon people with lower echelon people and they will get along just fine. When your group assembles, give them a little time to relax and talk. This will loosen them up and help them get set for the session. Try to arrange for food to be served if it is a noontime session, or for coffee if it is a morning or afternoon session. Don't overdo the food or they will go to sleep on you. We have had experience with that.

Read the rules before every session. Don't forget that, because it is one of the sustaining things about brainstorming. If you get off the track, you will get judgment, you will get negative thinking. When this happens, you are going to lose the true benefits of brainstorming. During the sessions, the moderator should call a halt now and then, as we did here, to check the number of ideas. He announces the number to the group and sets another goal. Remember, quantity does breed quality. As for the length of your brainstorm sessions, we ran 30 minutes here. I don't think you can set any time limit. We have run anywhere from 30 minutes up to two hours. But I think we can set a principle. In a working brainstorm session you "work as hard and as long as you can to get as many workable ideas as possible."

Fourteenth, and last but not least, "Don't forget your follow-through." Make sure the ideas submitted are properly processed and developed into full proposals. This is the difficult part of brainstorming, but it's the payoff. The ideas that come out of these sessions are the important part of brainstorming. If you don't process properly, all you have is a controlled bull session.

We at B.B.D. & O. feel that we very definitely get a dividend from the way the people who participate regularly in brainstorming are affected. Time and again, we have found that the negative thinker has become the positive thinker and the misfit has become willing and co-operative throughout his brainstorm participation. Their whole attitude toward their jobs changed. In short, brainstorming has made many, many people infinitely more valuable to us. Brainstorming also can create a togetherness in a company. People who are asked to solve a company's problem get to feel that they are part of that company, an important part; that the company has come to them for their ideas and their help. This feeling of belonging is one that no annual picnic or management-labor baseball game can ever hope to produce.

## Sausage Is Mistreated in Stores

[Continued from page 86]

cided to do something about it. We needed to have facts. A receiving clerk at our plant was assigned to check all returned merchandise, to keep a record of the kind of product, the age of the package, the company returning the product, the particular market within that chain, and the reason for returning it.

In some chains under the same management the returns by markets varied as much as from 0.5 per cent in one market to 8 per cent in another. After several months of checking we were able to establish a pattern and to spot the repeaters and the offenders. This information was passed on to top management, which was most anxious to cooperate and did help resolve many of the problems. Those in charge of delicatessen operations appreciated the information that we were able to give them and, in return, they pointed out to us some faulty operations on our part. This mutual cooperation promoted better relations.

**TOO MANY BRANDS:** One big reason why franks and luncheon meats get too old is the stocking of too many brands. Some stores, and they are not necessarily those with the largest daily traffic, stock as many as seven brands of franks and three or four brands of bologna and other luncheon meats. The delicatessen managers and clerks in even the largest stores cannot properly move this many brands and keep them rotated properly.

Proper ordering from each manufacturer is also a difficult problem. The slow-moving brands may hurt the fast turnover brands since, in order to move three or four slow-moving kinds of franks or luncheon meat, a delicatessen manager may take the fast-moving items out of the case and put them in the cooler. Thus, many of the fast-moving brands are allowed to age from seven to 14 days in the back cooler before they are placed in the case. Then the delicatessen department must move these franks, already old, and back up some more fresh stock. Thus the vicious cycle continues.

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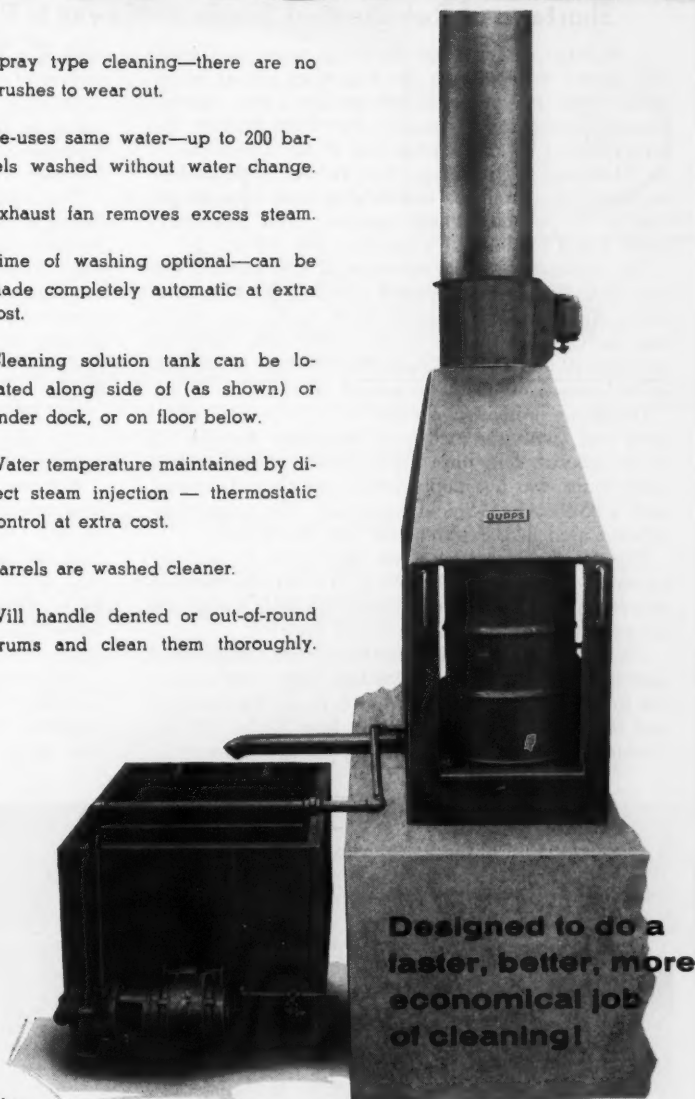
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GERMANTOWN, OHIO

at a special low price, and he carries a number of other kinds, the problem of many of these brands becoming old becomes very acute. However, if he handled two or three brands, and advertised them in the same way, he would move more product punctually.

The retailer applies different thinking in the grocery department where items are staple and stable. In the grocery department the dealer carries two or three brands of canned vegetables, two or three of jams and jellies and generally two brands of soup. These brands are generally the leading, fast-moving lines, and they are stocked for that reason. This type of thinking should be applied to delicatessen products because they are highly perishable. Why carry a multiplicity of brands, some of which are slow-moving, and ask for old product trouble?

The prepackaged self-service delicatessen operation is still in its infancy. Many mistakes will be made, but with

the aid of facts and the cooperation on the part of both the processor and the retailer these difficulties will eventually be solved. Our own sales force can play a vital part in this endeavor by serving the retailer in keeping his inventory at a proper level, by cooperating (not policing) in product rotation, and by calling attention to product out of refrigeration or stocked too high in the case.

I want to bring out one more small item—the cost of all this. A firm producing from 100,000 to 150,000 lbs. of all kinds of sausage and luncheon meat per week can expect a loss of from \$25,000 to \$50,000 a year, depending on the percentage of his meat he prepacks. This is conservative! I wouldn't even try to calculate the loss on a national basis where statistics show that 3,000,000-000 lbs. of sausage is made per year under federal inspection. Monetary losses can be retrieved, but the loss of good will of the consumer is difficult to regain.

### Shortage of Refrigerated Space in Hawaii Is Relieved by New Warehouse

A shortage of refrigerated storage space in Hawaii that caused worry during the war when almost no inbound ship (except naval and military cargo vessels) docked for almost four months after Pearl Harbor, has been relieved by the construction of the warehouse of the Hawaiian Cold Storage Co. Hawaii is dependent on importation from the mainland of more than 50 per cent of its perishable food supplies. The new warehouse has a capacity of more than 300,000 cu. ft.

The pre-cast, tilt-slab technique of wall construction was used. A total of 26 panels of 6-in. reinforced concrete, 20 ft. wide and up to 25 ft. high, was placed and anchored in two days. Concrete slabs weighing between 19 and 25 tons each were erected in position by two cranes. Walls were poured on site.

Overhead protection consists of a clear-span, wood truss roof, with six inches of Styrofoam covered by 45-lb. asbestos felt, plus three courses of roofing felt. Each course was hot-mopped with asphalt and covered with a 65-lb. Alumi-Shield cap sheet. The primary insulation used in the warehouse was Styrofoam.

The freezer room measures 140 by 80 ft. and the cooler or chill room is 40 by 80 ft. A Clark electric door was installed in the freezer to provide operational efficiency with the use of electric fork-lifts.

Freon 12 is employed as the refrigerant. The refrigeration plant was designed for two-stage compression, the low stage operating at from 0 to 23 lbs. pressure and the second or high stage at from 23 to 100 lbs. pressure. On the low stage, the primary compressor

used is a Fuller rotary. Two 15-ton  $5\frac{1}{2}$  x  $7\frac{1}{2}$  Vilter reciprocal compressors are installed as stand-by equipment and can carry the plant in the event the Fuller rotary is inoperative. Low stage discharges into a large flash-gas cooler. On the high stage side, a double Chrysler Air-Temp 5-cylinder compressor is used.

The suction line for the chill room feeds into the flash-gas cooler through a back pressure valve. A thermostatic control provides the proper refrigeration control. There are three Marlo evaporative condensers consisting of a 50-, a 30-, and a 25-ton unit. The 50-ton capacity condenser can carry the entire plant; the remaining two are held in reserve. The freezer contains two Rigid-Bilt room coolers which operate under a full-flooded system using two Viking pumps.

Six Recold evaporators with Alco expansion valves insure adequate capacity in the chill room, which is operated on a very close split to maintain humidity.

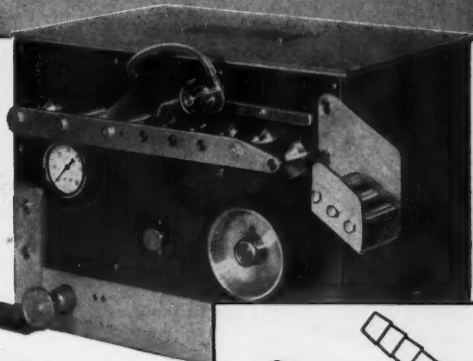
All merchandise is handled and stored on standard conventional pallets, which have a maximum capacity of two tons each. Inbound freighters unload frozen food and other cargo directly onto these pallets aboard ship while under full refrigeration. Pallets are transferred directly to trucks upon docking and are taken immediately to the warehouse. Cargo can be loaded and unloaded in this manner at a rate of a ton a minute.

After merchandise arrives at the warehouse, rapid handling is assured by use of two Yale two-ton electric forklifts. The warehouse is equipped to stack pallets four high. Automatic transporters are also used.



# THE TEE-CEE WIENER PEELER

**USES NO  
STEAM OR  
WATER!**



The Tee Cee Peeler will peel at least 500 lbs. of average size franks an hour. Will peel any size wiener or frank made in artificial casing.

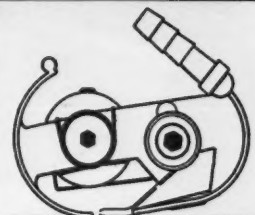
No product lost, cut or scarred, and no sorting or reeling necessary. The efficiency and mechanical simplicity of the Tee Cee Peeler is highly praised by all users.

**COMPACT**—Shipping size is 14" x 14" x 19". Operating space required is 14" x 42" to 49".

**MAINTENANCE**—The Tee Cee Peeler is built of stainless steel and anodized aluminum. There is nothing to get out of order or adjustment and daily clean up with hot water is all that is necessary.

New patented mechanical features including this new cutter head for more efficient operation.

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INFORMATION  
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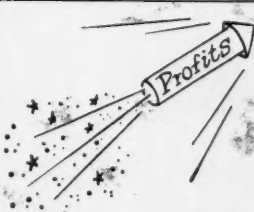
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L. G. Ramsbottom, Phone #194

## Pete the Packer rockets profits

The Roche man called on Pete one day. He showed Pete how to save, By cutting down the smokehouse time... Much good advice he gave:



Time, saved in processing, he said, Meant money in Pete's pocket, It was Pete's daily purpose To watch his profits rocket.

Pete bought ascorbic acid Roche, Thus following their advice; The profits soon came piling in; Pete's future sure looks nice.



## Good Advice — Free

Listen to your Roche salesman His talk is sound and wise. The products he is selling Can help your meat\* sales rise.

\*Meat means ham, bacon, luncheon meats, frankfurters, and corned beef.

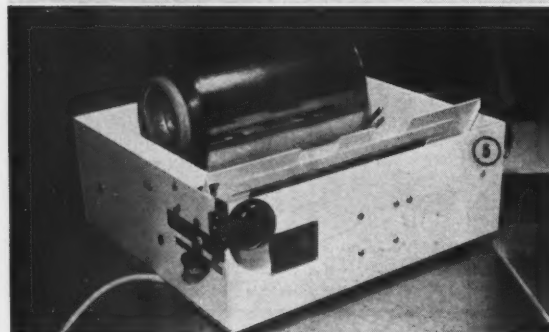
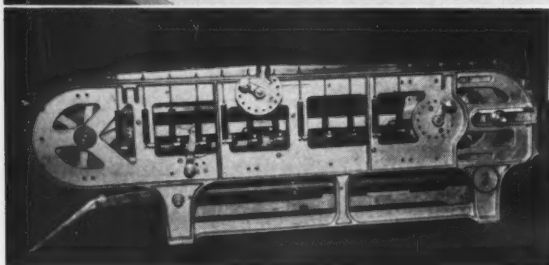
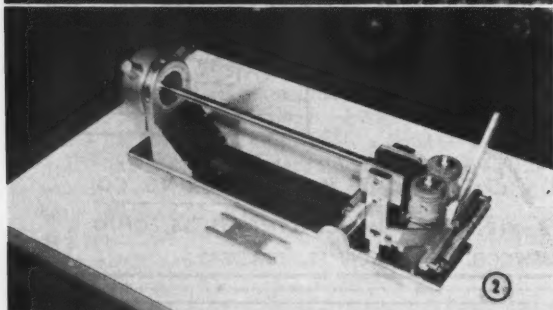
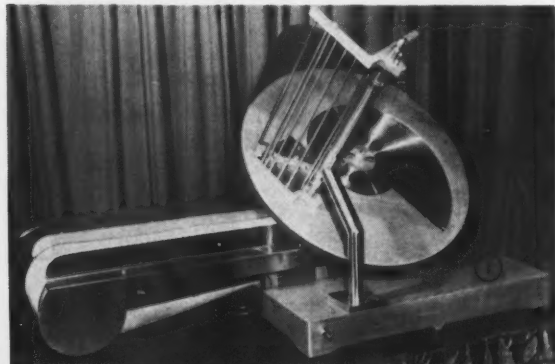
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# Rambles Through Exhibit Hall in Search of New Eqpuiement

Fifty-five organizations serving the meat processing industry showed a wide range of equipment and supply items at the exposition held in connection with the

WSMPA convention. In visiting the exhibits the PROVISIONER found these new products, as well as revised versions of older ones, on display.



1. PRE-PRODUCTION model of a new slicer, known as the "Disc-O-Mat," which was developed in a West Coast sausage manufacturing plant. The developers emphasize the unit's simplicity of operation, cleaning and maintenance; it has no gears or drive. The present model produces 200 to 400 slices per minute with or without a conveyor and counting device.—Disc-O-Mat, San Francisco.

2. CASING SIZER is a portable attachment to the meat valve of the stuffer to maintain diameter uniformity in producing skinless wieners. The unit is completely self-contained, easy to clean and made of non-corrosive metal. Normal stuffing speeds are made with sizer while diameter is controlled.—Linker Machines, Inc., Newark, N. J.

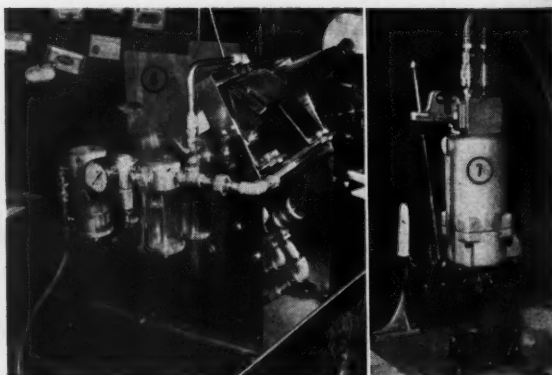
3. IMPROVED LINKER has been modified to produce optimum results in linking sausage in all kinds of casings. It will link 18 to 40 mm. casings.—Famco Division, Allen Gauge and Tool Co., Pittsburgh.

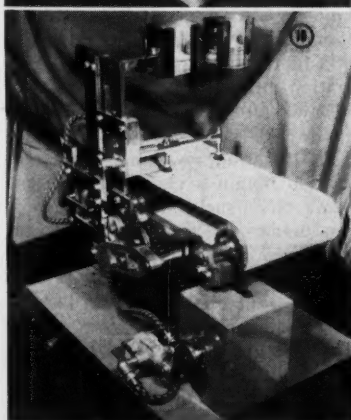
4. ELECTRIC BRANDER is designed to provide a legible inspection legend on variety and offal meats. The new type of heating element carries a three-month guarantee. The brand legend can be interchanged. The unit is rated at 300 watts. Legend is made from durable metals for heavy usage.—Everhot Manufacturing Co., Maywood, Ill.

5. FILM DISPENSER can be set to permit continuous production of sheets of one size and instantaneous change-over to another size. Cut-off is done with a hot wire at the front of the machine.—Great Lakes Stamp & Manufacturing Co., Chicago.

6. BACON is bag-packaged rapidly with this new machine which employs prepared open-end units of film and printed chipboard. It is called the "Dan-D-Bagger."—Dohm & Nelke, Inc., St. Louis.

7. CASING CLOSURE is designed to handle first and second ties on all types of large or small artificial casings and bags. The unit is pneumatic-powered and leaves the operator's hands free. The operator places the filled casing in the machine and pulls lever down. This causes the pre-formed clip to gather the casing and tighten product. The clip is affixed to the casing at the same time. The machine weighs 12 lbs. and can be used in wet areas.—Tipper Tie, Inc., Union, New Jersey.





8. **SMOKE GENERATOR** is an automatic unit producing smoke from log fuel by friction. Smoke is produced in the generator by forcing a log of hickory or other wood against a friction head. Pressure is applied to the upper end of the log by means of an air cylinder, and the amount of pressure to the air cylinder is determined by the setting of a smoke density dial. The manufacturer points out that since logs are used for smoke, there is no danger of adulteration. Flow of water around the friction head washes residue away; smoke is passed through a filter and light water spray.—L. C. Spiehs Co. unit shown by The Le Fiehl Company, San Francisco.

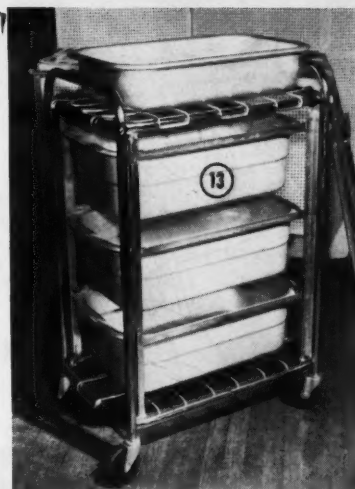
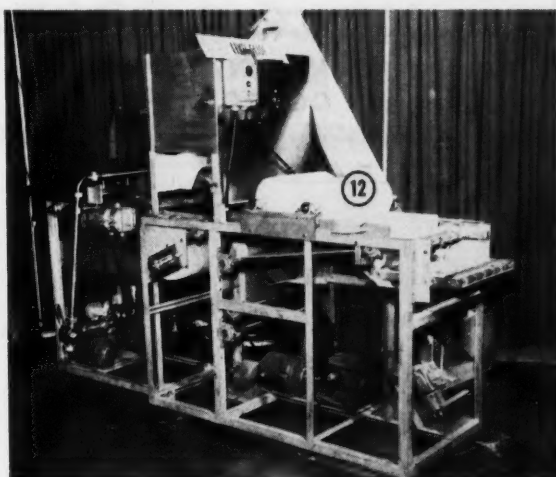
9. **MEAT BOXES** of U. S. Royalite can be stacked or nested with a twist of the wrist. The unbreakable one-piece boxes weigh  $6\frac{3}{4}$  lbs., are odorless, noiseless, easy to clean, have no sharp edges, resist acids and require no paper linings. The plastic boxes are  $34 \times 17 \times 8\frac{1}{2}$  in. and are said to outlast containers made of other materials and to pay for themselves in a short time in comparison with one-trip shipping boxes.—Hollywood Plastic Arts, Inc., Los Angeles.

10. **LABELER** was developed for operations where the label is applied directly to the top of the product before wrapping. It is suitable for use with Standard Packaging's Model 6-12, the Campbell wrapper and similar equipment. Labels are placed in the twin hopper at any time, removed by suction arms, aligned with the product stacks and placed. As the label is applied to the stack the suction cup holding it moves forward with the stack so that the label lies flat. The labeler is driven directly by the wrapping machine and is always in synchronization.—Package Enterprises, Inc., San Francisco.

11. **DUMP BUCKET** for transportation of sausage meat has a capacity of 500 lbs. It is emptied through a swingaway bottom. The bucket is stainless steel construction. — Meat Packers Equipment Co., Oakland, Cal.

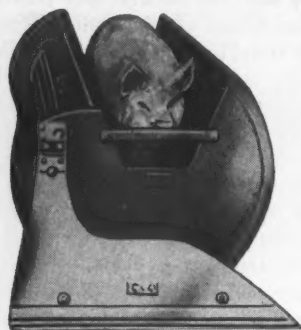
12. **BREADER** shown here is designed for the medium and small processor. It has a length of  $7\frac{1}{2}$  ft. and maximum width of 3 ft. Construction is of stainless steel and neoprene on all food contact surfaces. Capacity is 5,000 cutlets per hour from automatic forming machines. All the breading is sifted thoroughly on each pass through the machine. Larger models are available for use in handling greater volume.—Sam Stein Associates, Inc., Sandusky, Ohio.

13. **LUG CART** of stainless steel accommodates three utility lugs of  $18 \times 26 \times 8$  in. size.—Koch-McClintock Mfg. Co., Whittier, Cal., exhibited at the booth of Koch Supplies, Kansas City, Mo., packinghouse equipment and supply organization.



NEW METHOD OF HUMANE SLAUGHTERING OF HOGS

# Portable Schermer Hog Lift and Humane Stunner



THIS IS THE QUICK, EASY METHOD  
YOU'VE BEEN LOOKING FOR

The portable Schermer Hog Lift in combination with the Schermer Stunner is the most economical, humane slaughtering device in the industry!

Hog enters lift and then his forelegs automatically operate a spring that causes the bottom to drop. Now the hog is in a firmly wedged position and cannot move.

After the hog is stunned with the Schermer Humane Stunner, the lift is tilted by operating a side lever, and the hog is ejected on to the floor or a conveyor system. Lift and hinged bottom then automatically return to original position.

OVER 200 HOGS PER HOUR CAPACITY.

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For cattle,  
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PAPERS FOR MEAT PACKERS FOR OVER 50 YEARS

## Foremanship

By C. A. THOMAS

THE NUMBER of companies which give their foremen man-hour production and labor cost figures each week is growing. These firms set a mark to shoot at. The competitive spirit is given a boost in the knowledge that a good foreman will want to beat his own record.

Many little elements in a job can make a difference in the production rate. They do not seem important until the foreman discovers that they affect man-hour production, cost and quality. The average foreman doesn't like to fuss over details and, as long as an operation seems to run smoothly, he leaves it alone. "Why stir up trouble," he says, "when any moment it may come in uninvited?"

Production and cost figures should make a foreman curious about the way an operation is performed. He will see the obvious rough spots and, when he smooths them out, the production record will look better. He can then leave it alone or dig into the less obvious elements. One simple method of finding leaks is to count the number of times a product or material is handled and how many people handle it.

In one plant the job of stuffing bologna was broken down. It was found that five men walked a total of 969 ft. from start to finish of the operation, bringing up trucks, going 20 ft. away for stuffing horns, walking 10 ft. each way to wash hands, going 5 ft. for string, walking 15 ft. each way to obtain a cleaning brush and many other such oddities. Man-hour production and cost took a beating under the arrangement.

Almost any foreman will promise greater production if he can install a new machine or hire more people. The boss generally knows about these possibilities before the foreman does. However, by examining an operation in detail to find waste motion the foreman should be able to tell the boss some things he *doesn't* know.

## NAWGA to Hear Mitchell

Secretary of Labor James Paul Mitchell will be the guest of honor and banquet speaker at the 52nd annual meeting of the National-American Wholesale Grocers Association, to be held on March 9-12 at the Palmer House, Chicago. The banquet is scheduled for Tuesday evening, March 11.



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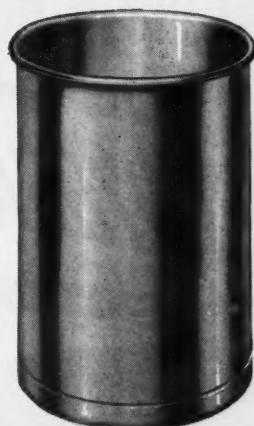
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(Covers available for Models No. 30 and No. 55.)

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## AMIF, NRA Study Animal Fats As Cattle Bloat Preventatives

Recent reports by The American Meat Institute Foundation and research by The National Renderers Association, working independently within their own programs, indicate that animal fats or fat derivatives may soon be used to prevent bloat in cattle. Cattle bloat, a troublesome affliction to stock when feeding on succulent pasture, has long been of concern to stockmen.

Studying initial results of research work in this direction, AMIF indicated that certain oils may be effective in preventing bloat, when administered in feed or when sprayed over the pasture. Along similar lines, NRA is experimenting with the use of modified tallow and grease in spraying pastures where cattle are known to bloat.

## France To Increase Meat Imports; Price Control Move

The French government has authorized increased imports of meat in an effort to control rapidly rising prices. Beef imports have been authorized from Hungary, the U.S.S.R. and Yugoslavia. Some imports of lamb and pork have also been authorized. About 9,000,000 lbs. of pork

imports were authorized in late 1957 as a price control measure.

Rapid increase in the French standard of living has increased consumption of meat and moved prices upward. France, a traditional exporter of livestock and meat, became a net importer of cattle and beef in 1956. The trend continued in 1957, with large imports of slaughter cattle. Although foreign exchange crises and



NEW LINE of ready-to-eat main dishes is being distributed nationally by H. J. Heinz Co. The "minute meals," packed in 15 1/4-oz. cans, originally were developed in single-portion tins for use in restaurants. Items include beef stew, beef goulash, chop suey, chicken stew and chicken noodle dinner.

subsequent currency exchange revisions reduced imports in late 1957, demand for meat has remained high, and France must import if prices are to be kept stable.

## Canada's New Beef Grade

Canada has adopted a new official beef grade, "Standard." The new grade will include carcasses from steers and heifers formerly classified in the top part of the "commercial" grade. The beef carcass grades now in effect are: A (choice), B (good), Standard (top commercial), C1 (common steers and heifers), C2 (young cows), C3 (overfat steers and heifers), D1 (plain steers and heifers), D2 (good cows), D3 (common cows), M (canners and cutters), and S (bulls).

## Argentina Expected To Hike Corned Beef Exports To U.S.

Argentine canned corned beef production for export to the United States is expected to increase, according to an Argentine trade journal report. International Packers of Chicago has announced a \$1,000,000 expansion program at its Swift de la Plata plant at Buenos Aires.

High-speed packing machinery will be installed, and output of canned corned beef and other canned meats increased for export to U.S.

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INQUIRIES WELCOME AT ANY BRANCH OFFICE

**HYGRADE FOOD PRODUCTS CORP.**

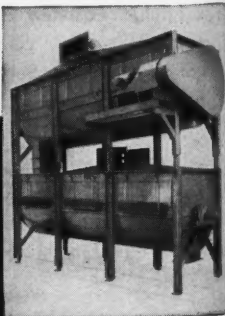
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All Stainless Steel. Four bolt attachment to any standard Band Saw Plate. Constructed to allow for replacing of roller bearing wheels in tracking guides. Definite production increase. Also acts as a safety device.

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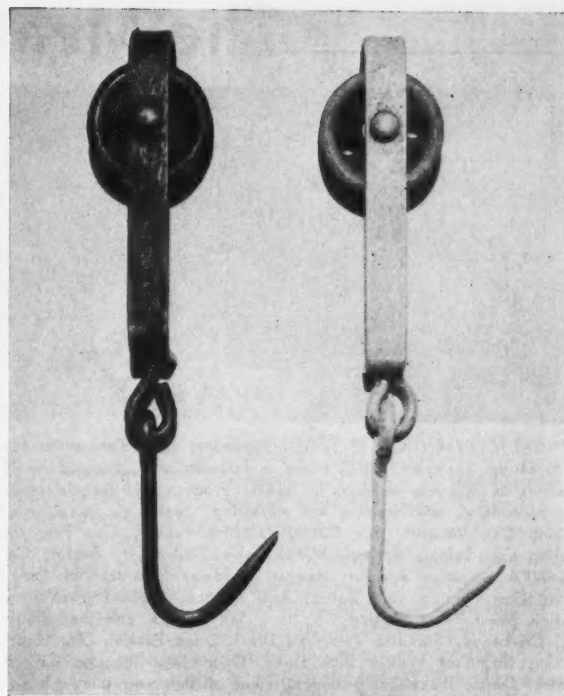
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**HOW IT'S DONE.** Cleaning is simple. Just immerse the trolleys and hooks into a tank of Rustripper. Fats, grease and rust float free. Rinse, dip in protective oil. That's it. Trolleys end up in like-new condition.

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**AN "EXTRA".** You can use Oakite Rustripper, too, for removing cooked-on grease, juices and corrosion from ham molds, sausage sticks, belly boxes.

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*In our 50th year.*



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# The Meat Trail...



**ANNUAL CONVENTION** of Texas Independent Meat Packers Association, set for August 14-16 at the Shamrock Hilton Hotel in Houston, was discussed by TEX-IMPA officers and directors at mid-year meeting in Dallas. Program will include business sessions covering cost accounting, sales training and marketing. Seated (l. to r.) are: Bill Twedell, Houston Packing Co., Houston; Joe Coble, Palestine Packing Co., Palestine; R. E. Pratt, Pratt Packing Co., Sulphur Springs; Milton Rubin, Dallas City Packing Co., Dallas; Jim Camp, TEX-IMPA executive director; Herman Waldman, president of association and partner in Dallas City Packing Co., Dallas; Ray Johnson, Lubbock Packing Co., Lubbock; Wade Beesley, West Texas Packing Co., Inc., San Angelo, and Fred Doehne, Doehne Provision Co., Clarkwood. Standing are: Fred Dixon, Dixon Packing Co., Houston; Jack Estes, Estes Packing Co., Fort Worth; Dick Owen, Owen Meat Packing Co., Brownsville, and John Zummo, Zummo Meat Co., Beaumont. Some officials were unable to be present. The week of August 10-16 has been designated as "Texas Meat Week" and "Houston Meat Week."

## Murray and Terry Get New Posts at Oscar Mayer & Co.

Two executive changes in the merchandising and operations divisions



W. T. MURRAY



R. L. TERRY

of Oscar Mayer & Co. have been announced by G. O. MAYER, executive vice president. WILLIAM T. MURRAY, vice president of sales, has been made vice president of marketing, and R. LYNN TERRY, operations manager of the Madison (Wis.) plant, has been promoted to general operations manager for the company.

Murray started with the firm in 1927 as a salesman in Chicago and rose through the ranks of district sales manager, assistant sales manager and sales manager for the Chicago plant. He became general sales manager for the company in 1944 and was elected vice president of sales and procurement in 1949. He became a member of the board of directors in 1954.

Terry began with the company in 1941 as a time study engineer at the

Chicago plant and two years later was promoted to industrial engineer there. His career with the company was interrupted in 1944 when he joined the Marines, but he returned to Oscar Mayer & Co. after the war and was acting operations manager at Philadelphia and then operations manager at Madison. He was elected an assistant vice president of the company in 1952.

Oscar Mayer & Co., founded by the late OSCAR F. MAYER, is observing its 75th anniversary this year.

## Walter Gallus of Portland Heads Oregon Meat Council

WALTER GALLUS of Portland Provision Co., Portland, Ore., has been



W. GALLUS

elected president of the Oregon Meat Council, and WILLIAM N. LEWIS of Lewis Bros., Portland, has been named as vice president. GENE MALO of Del Monte Meat Co., Portland, will serve as treasurer and GEORGE ZENNER of Zenner Meats is secretary. FRITZ RITTER is manager of the Council. The 30-year-old trade association is moving its headquarters office to the Livestock Exchange building in Portland.

## New England Wholesalers Elect Lampert President

Members of the New England Wholesale Meat Dealers Association, Boston, elected the following officers for the 1958-59 year: president, ARIAN LAMPERT; vice presidents, MILTON SILVERMAN, MILTON BERGER and HAROLD STONE; secretary, RALPH FRENCH, and association treasurer, MARTIN TARPY.

Directors elected are: WILLIAM ECTMAN, SIDNEY LANG, SIDNEY RABINOVITZ, JOSEPH SOLOMON, FREDERICK STEARN, MORRIS BLINDER, ELIOT FROST, ARTHUR LANG, WILLIAM SNEIDER, HAROLD SNYDER, HYMAN KARP, JACOB FOSTER, II, ROLAND B. HALL, MATTHEW W. KENNY, HYMAN COHEN and DAVID A. LURENSKY.

## TRAILMARKS

Wilmington College, Wilmington, O., has announced plans to build a 40-pen hog research center on a farm near the campus. A grant from The E. Kahn's Sons Co., Cincinnati, will be used to stock the center and pay the salaries of workers on the project.

ISADORE FLEEKOP, head of Fleekop's Wholesale Meats, Philadelphia, has been named chairman of the meat and poultry division for the 1958 campaign of the Philadelphia Allied Jewish Appeal.

The retirement of ROBERT S. SHARPE as a supervisory staff member of the federal meat grading serv-



**PRESIDENT'S AWARD** is presented by Harry Snyder (right), president of Grand Duchess Steaks Corp., Akron, O., to Leon Eubank of Akron. Eubank received trophy and bonus check at annual sales meeting in Miami Beach for his increased sales for past year as regional manager of Southern Ohio. Eubank also was promoted to administrative assistant to Jerry Limbert, the Ohio company's vice president in charge of sales.



**LETTER GRANTING** federal inspection to Balentine Packing Co. plant at Greenville, S.C., is presented by G. W. Eberhardt (left), inspector in charge of MID Augusta division, to C. O. Hinsdale, executive vice president and general manager of company. Standing (l. to r.) are: Beattie B. Balentine, president of firm; Dr. W. J. Sullivan, MID inspector in charge of Balentine beef plant in Anderson, S.C., which has had federal inspection since 1955; Jon L. Lozier, meat inspector now stationed at Greenville plant, and Dr. Carl D. Griffin, inspector in charge of Greenville plant. Balentine firm, which claims to be oldest and largest locally-owned meat packing company in state, has been in operation more than 50 years and now employs about 300 persons. Other officers include: W. H. Balentine, jr., vice president; J. Marshall Balentine, vice president and treasurer, and J. Kenneth Cass, secretary and assistant treasurer. E. T. Gazaway is plant manager, and W. B. Nettles, jr., is sales manager for the Balentine firm.

ice has been announced by the USDA. Sharpe, who had headquarters in Omaha, had been with the meat grading branch of the USDA's Agricultural Marketing Service since 1940. He received a superior performance award from the Agricultural Marketing Service shortly before his retirement.

Local and Western Shippers of Texas has moved to larger offices in Suite 800, Republic National Bank building, Dallas. FRANCIS FLOURNOY, who served with Swift and Company for the past ten years, has been added to the staff, MURRAY G. GURENTZ, president, announced.

A. Michaud Co., Philadelphia, has appointed J. M. Korn & Co., Inc., to handle its advertising and merchandising program.

JOE GIBSON, executive vice president of The Rath Packing Co., Waterloo, Ia., has been elected a director of the Waterloo Chamber of Commerce for a three-year term.

Country music has helped to increase sales for Hoffman Beef Co., Goffstown, N. H. The firm has been

one of the sponsors of a Saturday afternoon disc jockey program of "hillbilly" tunes broadcast over radio station WFEA in nearby Manchester. The packinghouse, located in a rapidly growing community, sells directly to consumers.

JOHN HYATT, sales manager for Morrell-Felin Co., Philadelphia, has been appointed civil defense director for suburban Upper Merion, Pa., by Gov. GEORGE M. LEADER of Pennsylvania. Hyatt also is serving as chairman of the meat division in the current Heart Fund campaign.

## JOBS

WILSON D. (BILL) YORK, a native of Peru, Ind., has been named assistant public relations director of Stark, Wetzel & Co., Inc., Indianapolis, the company announced. York is a graduate of Purdue University, Lafayette, Ind., where he majored in agriculture administration. He served two years in the U. S. Army during the Korean War.

THOMAS L. MOFFATT, employment counselor at Oscar Mayer & Co., Madison, Wis., for the past two years, has been promoted to Madison employment manager. In his new position,



W. D. YORK



**JUSTLY PROUD** is Gerald Klick (left) as he receives savings bond from William L. Lavin, vice president of Sugardale Provision Co., Canton, O. Klick was judged the most outstanding young farmer in Stark County by Canton Junior Chamber of Commerce.

he will be responsible for the recruiting, screening and referral of applicants for plant, office and salaried positions at the Madison plant. A product of the company's pre-supervisory training program, Moffatt was a foreman in the plant and a member of the provisions department before becoming an employment counselor.

ARNOLD J. WALKER, superintendent of Buffalo Meat Products, Inc., Buffalo, N. Y., has been appointed superintendent of Buffalo Extract & Supply Co., an affiliated firm.

M. G. WHITLOCK has been named manager of the Armour and Company branch at 44 N. Delaware ave., Phila-



**USE OF** Remington stunning instrument held by man in foreground of "before and after" view of young veal animals has resulted in award of double seal of approval by American Humane Association to The Rath Packing Co., Waterloo, Ia. Stunner is powered by .22 caliber cartridge that drives captive piston. Twelve meat packers have received AHA seals of approval, and Rath is first major packer to receive seals for both veal and beef slaughtering, said R. T. Phillips of Denver, AHA executive director, in presenting the two awards to A. D. Donnell, Rath president. Rath uses stunner at both its slaughtering plants, which are situated in Waterloo and Fort Smith, Ark. The AHA seal, devised in 1956, is awarded on a yearly basis.

delphia, succeeding C. S. STILES, who was transferred to other duties. Whitlock formerly was Philadelphia district rail stock supervisor for Armour.

## PLANTS

Passante Brothers, Bristol, Pa., has announced the opening of a new department catering directly to owners of home freezers. A food consultant employed by the company is available to advise freezer owners on their meat requirements.

A Colorado charter of incorporation has been issued to Valley Sau-

sage Co., Inc., c/o C. C. BELLENGER, Thatcher bldg., Pueblo, Colo. Authorized capital stock is \$50,000. Directors are FRANK, STEPHANIE, JOE, and ANTHONY MIHELICH and EWING TURNER.

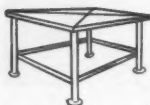
Fire destroyed the locker plant of JOHN KEARNEY at Osceola, Iowa.

McKenna, Inc., Lynchburg, Va., has announced plans for a \$350,000 expansion and improvement program that will more than double the output of the meat packing firm. The city inspection bureau has issued a permit for the construction of a \$175,-

000 addition at the rear of the present plant. E. J. MCKENNA, company president, said that approximately the same amount will be spent in the future to renovate existing facilities. The new addition, which was designed by MORRIS FRUCHTBAUM of Philadelphia, will be erected by S. R. Gay & Co., Inc., Lynchburg, and is scheduled for completion in six months. The addition will include cattle and hog dressing facilities, livestock pens, employee welfare rooms and an inedible rendering department. The firm now employs 58 persons and expects to double this total when the project is completed.



Heavy duty, 16 gauge Stainless Steel Smoke Sticks are straighter, stronger and outlast ordinary types. No price premium.



St. John & Company is one of the few original manufacturers of stainless steel packing house equipment. You deal directly with the men who design and build equipment to suit your special requirements—men who know by experience what difficult conditions are encountered in plant operations.

St. John stainless steel meat trucks, soaking vats, smoke sticks, cutting tables, meat shovels and other products are reducing maintenance costs in packing houses from coast-to-coast.

Be sure to get the whole story of St. John super quality stainless equipment.

... Write for our new catalog today.



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5800 SO. DAMEN AVE. CHICAGO 36, ILLINOIS

## DEATHS

N. E. FARRIS, 73, founder and president of Farris & Co., Jacksonville, Fla., died February 27 after a brief illness. He established the company in 1901.

HERMAN KRONENBERGER, 61, a founder and secretary of Better Products Co., Cleveland, died while on vacation in Hollywood, Fla. He had been associated with the company nearly 30 years.

ROBERT WORRELL, 47, who formerly headed the carcass meat department at the Armour and Company branch in Danville, Ill., died at Lake Worth, Fla., during a vacation trip. He retired about a year ago because of ill health. Survivors include Worrell's father, ARTHUR, who at one time served as manager of the Armour Danville branch.

WILLIAM N. FISHMAN, 54, owner of Fishman Brothers Wholesale Meat Co., Chicago, died March 3.

JACOB FINE, 52, who operated Fine Packing Co., Pittsburgh, died recently.



FIFTY-YEAR service emblem is presented to John Klatt (lower left), supervisor at Plankinton Packing Co., Milwaukee, by H. R. Lavey, plant superintendent. Looking on are E. F. Zahm (upper left), division superintendent, and I. E. Ericson, general manager. Plankinton Packing Co. is an associated firm of Swift & Company, Chicago.

## Klarer Earnings Rise in First 12 Weeks of Year

Operations of The Klarer Co., Louisville, for the first 12 weeks of fiscal 1958 "were generally satisfactory in the light of the general business conditions," T. H. Broecker, chairman of the board, told the annual meeting of stockholders recently.



T. BROECKER

He said that profits during that period were approximately 30 per cent ahead of the corresponding 12 weeks of last year after adjusting them for the merger of Emmart Packing Co. into the Klarer concern in November. "Emmart is doing well as a division of Klarer," Broecker said in explaining the reason for the 30 per cent increase in earnings.

The Klarer board of directors was expanded from 11 to 15 members. New directors are: Horace Wren and G. W. Cook, who were Emmart directors before the merger, and Klarer officials Sam Stalter, director of sales, and M. C. Thompson, the controller. Other directors were re-elected.

The board voted a dividend of 20c a share on the common stock, payable March 10 to stockholders of record February 28.

## "Beef-Eatingest City" Is Claim by Great Falls, Mont.

Great Falls, Mont., claims to be the nation's "Beef-Eatingest City," according to a survey conducted by the Montana Beef Council, a producer-controlled and producer-financed organization dedicated to promote beef.

Analysis of information compiled shows that 3,183 persons consumed 521,929 lbs. of beef or 163.5 lbs. per person. Of these, 72 per cent indicated they would eat more beef if it were cheaper, 43 per cent if it were leaner, 3.8 per cent if it were fatter, and 6 per cent were satisfied. More than 30 retail meat outlets in Great Falls participated in the survey.

Joe Blazek, president of the Montana Beef Council, commended the people of Great Falls for their support of the beef industry and challenges any city in the nation to top Great Falls record.

Voluntary support of the Council is derived from a contribution of 5 cents per head from the producer, with all participating marketing concerns handling the collections. Of this 5 cents,

2 cents is forwarded to the National Live Stock and Meat Board for use in education and research. The remaining 3 cents is available to the Montana Beef Council for state and national promotional activities.

Montana's slogan is "Montana Makes Beef—Beef Makes Montana."

## Truck Tax Bill Killed

A bill to impose a 7c gasoline tax on trucks of 16,000 lbs. or more was defeated by the Kansas house of representatives. The action left unchanged the state's present gasoline tax rate of 5c a gallon.

## Mickelberry's Sales and Profit Increase in 1957

Net income of Mickelberry's Food Products Co., Chicago, increased to \$383,338, or \$1.39 a share, during the fiscal year ended December 28, 1957, compared with \$336,642, or \$1.20 a share, in 1956, R. R. Laidley, president, disclosed in the annual report to stockholders.

Sales rose 15 per cent and totaled \$18,749,739, as against \$16,061,350 in 1956. The gain in dollar volume was due largely to higher prices although meat tonnage was up 2 per



St. John 303X  
Ham and Sausage Cook Tanks

St. John & Company is one of the few original manufacturers of stainless steel packing house equipment. You deal directly with the men who design and build equipment to suit your special requirements—men who know by experience what difficult conditions are encountered in plant operations.

St. John stainless steel meat trucks, soaking vats, smoke sticks, cutting tables, meat shovels and other products are reducing maintenance costs in packing-houses from coast-to-coast.

Be sure to get the whole story of St. John super quality stainless equipment.

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cent and bakery tonnage increased 15 per cent over 1956, Laidley explained in the report.

"Our improved showing in the face of rising expenses and a very competitive market in 1957 was made possible partly by rising sales and partly by the savings accrued from our program, started in 1956, of eliminating non-productive properties and operations," he said. "This permitted better utilization of our management manpower also and should continue increasingly to benefit our company's operations."

The company reinvested more than

\$300,000 in plants and equipment during 1957, including a Chicago plant addition completed in December that will increase production capacity for 1958.

"The frozen foods department has been further gaining ground and gives promise of emerging as an important asset to our company," Laidley noted. "This relative fledgling in our 64-year-old business has reached the stage where it is modestly 'earning while learning.' The prospects for growth in this department are encouraging as our company enters its 65th year of operation."

## Suggestions for Cutting Losses on Livestock are Based on Survey

**S**PECIFIC ways in which the profit-short meat and livestock industry might reduce its heavy \$8,000,000 loss from dead and crippled stock in the marketing-processing phases of its operations were outlined by Dr. Joseph Rickenbacker, agricultural economist of the U. S. Department of Agriculture, at the recent Omaha handlers' day dinner sponsored by the Omaha office of Livestock Conservation, Incorporated. The suggestions were based on a prolonged study made by Dr. Rickenbacker at ten major midwestern and western livestock markets. The study was made in cooperation with LCI and other livestock interests.

In a livestock truck transport survey completed last fall the following facts and conditions were noted: the head count; the species carried; the deads and/or crips; type of truck; class of carrier; bedding used; ventilation employed; use of partitions; presence of horned animals, use of persuaders during unloading, etc. The number of truckloads surveyed was 6,500, which represented from 15 to 75 per cent of total receipts on the dates of survey. On a species basis, less than 1 per cent of the straight loads of cattle and calves showed deads or cripples; about 4 per cent of the straight hog loads had losses; the percentage rose to 11 for sheep and 6.5 per cent for mixed loads. These losses were concentrated in 3.43 per cent of the vehicles, which was a clear indication that a few operators were not observing good handling practices.

Causes of the casualties were: 1) More than one-third of the loss trucks were overcrowded; 2) More than one-third were poorly bedded or had no bedding at all; 3) About 20 per cent had insufficient or improper ventilation; 4) Half of the trucks were not partitioned, and 5) Handling abuses were observed during unloading in about 60 per cent of these cases. These included excessive or indiscriminate use of persuaders, hurrying animals, forcing hogs or sheep to jump from upper decks, kicking or jumping on animals, etc.

Dr. Rickenbacker noted that at Omaha, where some 2,100 trucks were surveyed, the largest single factor causing deaths and cripplings was failure to use partitions with mixed loads. Of the trucks arriving with deads and cripples, 77 per cent had intermingled species. Although over

# Now, an Honest Dependable **SUPPLIER** TRY **SIoux-LAND** CANNER & CUTTER BONELESS BEEF from Northern Type Higher Yield Cows

SIouxLAND BRAND Boneless Beef cuts represent full value for your money. Every carton contains honest weight, top quality and value. Slaughtered, processed, diligently inspected and packed in the Midwest's newest and most efficient plant!

Canners and packers have long recognized the consistently higher yield obtained from Northern Type cows. Sioux City Dressed Beef is located in the very heart of this superior cow market and receives the best of this product regularly.

**Phone 8-3524 and ask for:**

**JAMES KUECKER**

**JAMES NEEDHAM**

**FRED HARTMAN, JR.**



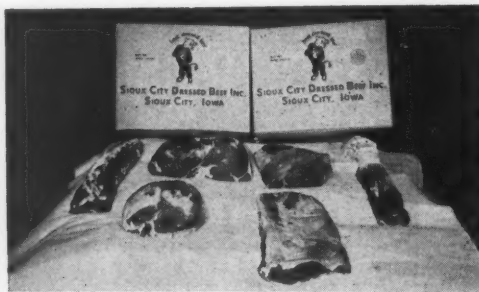
**SIoux CITY**  
**DRESSED BEEF, Inc.**

**SIoux CITY, IOWA**

**1911 Warrington Road**

**Teletype SY39**

**U. S. Gov't. Inspected Establishment No. 857**



one-third of the mixed loads had one or more horned animals, only two out of the 130 mixed loads had partitions to separate the horned animals from the others.

On a national basis, the death and cripple losses for every 10,000 head shipped to market by rail are 3.55 cattle, 7.82 calves, 6.23 hogs and 4.62 sheep. For truck shipment the losses are 3.7, 15.1, 20.3 and 11.7 head. The distance travelled and the weather were found to influence the percentage of deaths and cripples. Abrupt changes in the weather, such as those experienced in late fall and early spring, are associated with the highest losses. A combination of long haul and cold weather establishes the most critical loss conditions.

Dr. Rickenbacker said that the whole livestock industry must be taught about bruise losses: the animal can be bruised until he bleeds to the point where his blood pressure is zero. This was one finding in the bruise-age test being conducted at Ohio State University, he commented.

He recommended the following: 1) Shipping only sound animals; 2) Sorting and assembling shipments ahead of time; 3) Easy loading and unloading at all times; 4) Making animals comfortable in the vehicle which will transport them; 5) Proper handling from the holding pen to the stunning or shackling pen.

### Check-Off Legislation Draws Cowmen to Capital

Livestock matters before Congress received the on-the-spot attention of the legislative committee of the American National Cattlemen's Association beginning on Monday of this week at the nation's capital.

Chairman Fred Dressler, Gardnerville, Nev., called the committee of cattlemen to Washington, D. C.

The cowmen were to meet with a group from the National Meat Promotion Board to work out permissive legislation for collection of beef promotion funds, one of the major industry items under congressional considerations this spring.

### Orchid Is Armour Premium

An Easter "present" in the form of an orchid corsage flown from Hawaii awaits purchasers of Armour and Company flash frozen meats in the Chicago area.

The corsage, retail valued at \$2.50, is being offered for \$1 and a wrapper from a package of Armour breaded veal steaks, breaded drumsticks or breaded veal cutlets, which recently were introduced in Chicago.

## More Profitable Skinning Operations

with a  
**Jarvis DEHIDER**

- \* Cleaner, smoother hides
- \* More fat on the carcass
- \* Less operator fatigue



The Jarvis Dehider is a precision power tool — rugged ... safe ... easy to operate. Oscillating blades remove hides without scoring to give you unblemished hides which command top quality prices. All fat is left on the carcass, resulting in more meat, less unprofitable scrap.

Investigate the savings offered by the Jarvis Dehider. Available in either electric or pneumatic models.

Write today for Catalog giving complete data on the Jarvis Dehider.



### Mark carcasses faster! Get FREE samples of— HOT-CARCASS LABELS

We'll send you enough **free** samples of Tensalex Hot-Carcass labels for one day's kill. Test these amazing labels that slap on ... stick tight ... pull off clean as a whistle for inspection. Made of strong, latex-impregnated paper, they come in gangs of 4.

- ☐ Send me enough free samples for one day's kill. Our average day's kill is \_\_\_\_\_
- ☐ Send me information about other tags & labels.

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Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

*The National Tag Company, 344 S. Patterson Blvd., Dayton 1, Ohio*

See our complete line of tags in the 1958 "Purchasing Guide," Section K.

## FAR-ZUPERIOR Products

designed especially for Locker Operators,  
Small Packers and Slaughterers . . . . .



### Hog Dehairer

The Ittel Hog Dehairer is a strong, compact unit . . . enables the operator to handle the dehairing operation with a minimum of time and effort. Easy to add related equipment such as Killing and Bleeding Rail, Shackles and Throw-In, Electric Hoist, Scalding Tank, Thermometer, and Gambrelling Table.

Send for folder.

### Splitting SAW

Here is one of the finest Splitting Saws on the market . . . for Beef, Hogs, Veal, and Lamb. The "Far-Zuperior" is well-balanced, powerful, dependable, low-priced. Splash-proof motor. Safety trigger-switch.

Get full details.



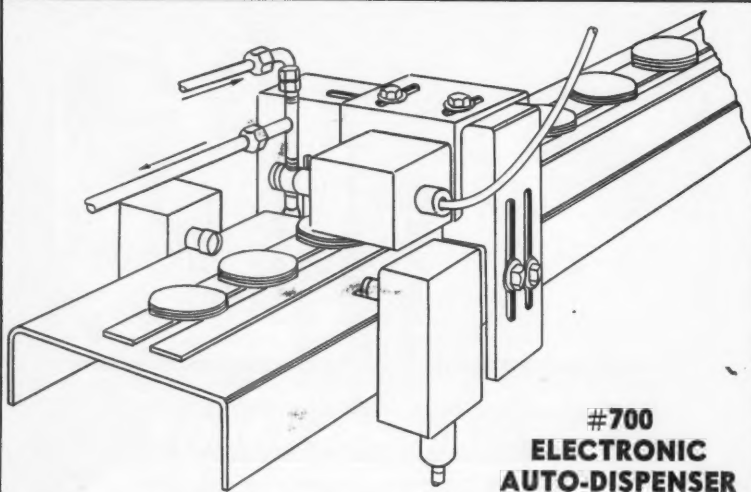
- Hog Dehairers
- Gambrelling Tables
- Bleeding Rails
- Scalding Tanks
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- Hog & Poultry Singers
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## THE PICKWICK COMPANY

Manufacturers of  
FAR-ZUPERIOR Products

Box 630-S

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ELECTRONIC  
AUTO-DISPENSER

## SAVES LABOR—SAVES PRODUCT

12,000 portions per hour, accurately dispensed, applied and uniformly patterned. Butter, Bar-B-Q Sauce, Cheese, Ascorbic Acids & any semi-fluid product.

Write—Wire—Phone

KEEBLER ENGINEERING CO.

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PR 6-2500

## U. K. Meat Imports Up Last Year; Largest Gain In Pork

United Kingdom meat and meat product imports in 1957 increased 4 per cent over 1956 to more than 3,100,000,000 lbs. The U. K. takes about 70 per cent of the world's meat imports. The greatest increase was in pork imports, which were 6 per cent over those of 1956.

Beef imports rose 4 per cent in 1957. However, imports of Argentine chilled beef and Australian and New Zealand frozen beef dropped toward the end of the year.

Mutton and lamb imports dropped about 3 per cent below 1956 imports. Reduced imports from New Zealand, the United Kingdom's most important supplier, accounted for most of the decline.

There was little change from 1956 to 1957 in U. K. total meat production. Beef production, which was above 1956 levels during the first three quarters of 1957, dropped in the last quarter. Pork slaughter, which started light, increased during the year and finished above 1956 levels.

During 1958, pork production is expected to increase. The December 1957 livestock census for England and Wales showed an 8 per cent increase in total hog numbers. Beef production is expected to remain about equal to 1957 output.

Lamb and mutton production is expected to increase. Total lamb and sheep numbers in England, Scotland, and Wales rose by 8 per cent from December 1956 to December 1957, while breeding ewe numbers rose 5 per cent.

United Kingdom meat and meat products production and imports in 1954-57 are shown below as follows:

PRODUCTION (CARCASS WEIGHT BASIS)						
	Beef, Mil.	Mutton, Lamb, Mil.	Pork Mil.	Total meat Mil.	Variety meats Mil.	
Year	lbs.	lbs.	lbs.	lbs.	lbs.	
1954	1,672	457	1,575	3,704	297	
1955	1,542	391	1,589	3,532	275	
1956	1,806	434	1,470	3,710	297	
1957	1,826	435	1,490	3,751	300	

IMPORTS, (PRODUCT WEIGHT BASIS)				
	1957	1956	1955	1954
Beef, veal	1,024.6	983.6	789.2	682.9
Mutton, lamb	754.9	774.6	793.2	728.5
Pork	801.7	757.8	775.0	744.5
Canned meat	409.0	384.6	421.8	400.2
Var. meats	159.4	140.4	135.1	108.0
Totals	3,149.6	3,041.0	2,914.3	2,564.0

## Financial Notes

The board of directors of Wilson & Co., Inc., Chicago, a Delaware corporation, has declared a dividend of \$1.0625 per share on its \$4.25 preferred stock for the period from January 1, 1958, to March 31, 1958, payable April 1 to stockholders of record at the close of business on March 17.

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Total	Variety
meat	meat
Mill.	Mill.
lbs.	lbs.
3,704	297
3,532	275
3,716	201
3,751	203

T BASIS)	
1955	1954
789.2	602.5
793.2	725.9
775.0	744.5
421.8	400.3
135.1	108.9
914.3	2,584.6

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## Flashes on suppliers

**COPELAND REFRIGERATION CORP.:** Two new district sales representatives have been appointed. **JOHN YOUNG** has been named for the area of Kansas, Missouri and southern Illinois. **DONALD R. MACKLEM**



JOHN YOUNG



D. MACKLEM

has been appointed to cover Nebraska, Iowa, northern Illinois and southern Wisconsin. Young is a member of the American Society of Mechanical Engineers. Macklem has been actively associated in the commercial refrigeration and air conditioning field for the past 26 years.

**TEE-PAK, INC.:** **RAYMOND J. O'BRIEN**, a sales representative for this Chicago manufacturer of cellulose casings and plastic packaging material for sausage and other food products, has been transferred to Los Angeles, it was announced by **L. B. TAUBER**, sales manager. O'Brien will cover all of Southern California and Phoenix and Tucson, Arizona.

**MARATHON CORPORATION:** Several management changes have been announced for the subsidiary, **Marathon Service Co.** **ROBERT MELSON** has been appointed manager of **Marathon Service Co.** Melson joined Marathon in 1945 and has been affiliated with product development and machine service and leasing since that time. Other appointments include promotion of **Ron Becker** to supervisor of machinery service and **Earl Bublitz** as western regional service supervisor. Becker has 13 years with Marathon. Bublitz is promoted to his new position after having been a plant layout engineer on the West Coast for **Marathon Service Co.**

**H. KOHNSTAMM & CO., INC.:** The appointment of two new sales representatives has been announced by **ARTHUR D. VOGEL**, sales manager for the manufacturer of flavors and food colors. **WILLIAM J. LANE** has been assigned to the western Pennsylvania and West Virginia territories, while **Howard Zimmer** will cover the

Washington and Oregon territories. Lane is a graduate of the University of Pittsburgh Junior College and has had experience in the steel and beverage fields. Zimmer is a pharmaceutical chemist and received graduate training in organic chemistry, pathology and bacteriology from Oregon State's North Pacific College.

**BAKELITE COMPANY:** This division of Union Carbide Corporation has announced the appointment of **W. C. QUINBY** as assistant sales manager of flexible packaging materials. In his new assignment, Quinby will assist **J. R. AKERS**, sales manager of

flexible packaging materials at the company's New York headquarters. This division is responsible for the sales of Bakelite polyethylene and vinyl plastics used in the manufacture of flexible packaging.

**CENTRAL STATES PAPER & BAG CO.:** Expansion plans at Palatka, Fla., have been announced by **HERBERT L. ABRAMSON**, vice president in charge of Florida sales. Specializing in packaging for the meat industry, this company's new buildings will total more than 150,000 sq. ft. Other plants are in St. Louis, Mo., and Salt Lake City, Utah.

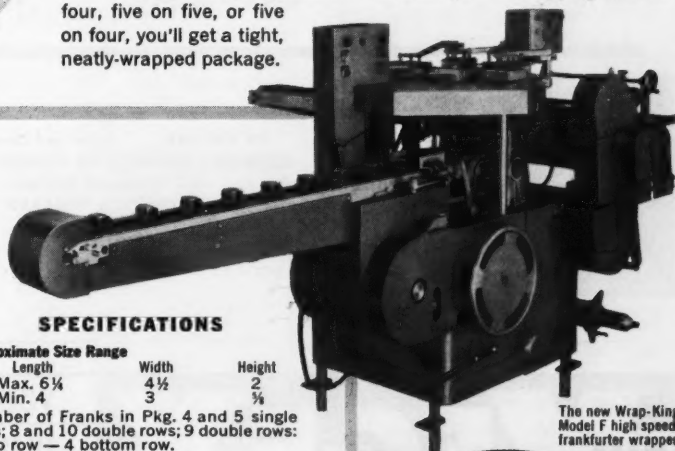


# LOOK

**only a card  
and Machine Wrapped  
at High Speed**

With the development of the Crompton & Knowles Wrap-King Model F-frankfurter wrapper you can now get maximum cost reduction and package attractiveness while wrapping at high speeds with the use of only a supporting card.

Even or odd frankfurter counts can be handled by the Wrap-King F and, regardless of whether you're wrapping four on four, five on five, or five on four, you'll get a tight, neatly-wrapped package.



The new Wrap-King Model F high speed frankfurter wrapper.

### SPECIFICATIONS

**Approximate Size Range**

Length	Width	Height
Max. 6 1/4	4 1/2	2
Min. 4	3	1 1/2

Number of Franks in Pkg. 4 and 5 single rows; 8 and 10 double rows; 9 double rows; 5 top row — 4 bottom row.

**Wrapping Materials**  
Cellophane — Pliofilm — Cryovac — Saran.

**Speed:** Drive Unit — Variable: 27-75 Packages Per Minute.

**Drive:** 1/2 H.P. Motor.

**Floor Space:** 144" Long, 73" Wide, 55 1/4" High.

**Weight:** 1800.

**Feed Conveyor:** Standard Infeed Conveyor has 12 stations for feeding. Infeed Conveyor extensions available for extra feeding stations.

Furnished with automatic card feed, card ejector, code dater, size change parts, electric eye for preprinted films.



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Sales Representatives:

Atlanta	Los Angeles	Denver	Toronto
Cleveland	Chicago	New York	Montreal



#### Profitable:

Animal bleeds better. Meat has better color, grades higher, keeps better.

#### Economical:

Compare costs of using the CASH-X with any other stunning method.

#### Simple:

It's easy to learn to use the CASH-X. Operator doesn't tire or become inaccurate.

#### Humane:

Animal is stunned instantly, without pain or fright.

#### Safe:

Captive bolt never leaves the barrel. No bullet to ricochet. No risk of animal reviving.

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Used in over 30,000 plants. An unequalled record of world-wide acceptance. You'll find the CASH-X Stunner more humane, safer, more profitable, simpler and more economical. Captive bolt travels about 1½-in. beyond the end of the muzzle—only far enough to stun the animal instantly. There is no change in the animal's heartbeat, breathing, or blood pressure. Meat grades higher because animal bleeds better. No heavy hammer to swing; no operator fatigue; no animals infuriated by glancing blows. Write for more information on the CASH-X, the Stunner with world-wide acceptance.



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## Literature

**Two-Stage Centrifugal Pumps (NL 239):** A well illustrated brochure features general-purpose pumps in six basic sizes ranging in capacity from 100 to 3,500 gpm., pressures to 450 psi., heads to 1,100 ft., and temperatures to 300° F. The pumps are horizontal to permit complete accessibility of all internal parts without disturbing the suction and discharge piping. Ring-oiled ball bearings with water-cooled housings are standard on these nationally-known general purpose pumps.

**Chain Engineering (NL 229):** A complete presentation of many features of a bushed roller chain in a 16-page booklet includes data on construction and application, tables on pitch, chain pull, strength and weight. Attachments for conveyor and elevator chains are listed.

**Corrosion Inhibitor for Closed Circulating Water Systems (NL 243):** A folder describes the advantages of this inhibitor, including its ability to protect steel and other metals, such as copper, brass, aluminum and solder. It illustrates the inhibitor's use in hot water heating systems, diesel engine cooling and air-conditioning systems. The preparation of feed solutions and determination of proper concentrations for the systems are also discussed.

**Single and Two-Pass Oil Coolers (NL 245):** This bulletin illustrates a complete line of oil coolers used for cooling fluids in lubricating, power and processing applications. The booklet includes data on design and operating features, specifications, sizes and dimensions, plus a handy sizing system. It includes a monograph for determining logarithmic mean temperature difference, together with simplified design equations, and permits rapid approximation of unit for a specific application.

**Powdered Acid Scale and Rust Remover (NL 251):** In a technical but clearly understood service report a manufacturer describes an inhibited acidic descaler and deruster in powder form. The advantages are that it ships and stores like a powder; works like a liquid, which it becomes at the time of use; requires no special handling, or money deposit for the shipping container. Because of the descaler's composition, the report points out that there is less metal loss—exposure time being equal—than would result if a liquid acid were employed in the same circulating system.

# ALL MEAT . . . output, exports, imports, stocks

## Meat Output Up, But 15% Below 1957

Meat production last week recovered a part of its holiday week loss, as volume of output rose 3 per cent to 353,000,000 lbs. from 334,000,000 lbs. produced the previous week. However, with slaughter of all meat animals considerably below the same week of last year, current output of meat was 15 per cent smaller than the 417,000,000 lbs. for the same week of 1957. Cattle slaughter rose by 15,000 head for the week, but numbered about 53,000 head below last year. Hog slaughter increased by about 45,000 head from the week before, but was 219,000 head smaller than a year ago.

Week Ended	BEEF		PORK (Excl. lard)	
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.
March 1, 1958	330	183.5	1,110	143.5
Feb. 22, 1958	315	174.2	1,045	136.4
March 2, 1957	383	216.7	1,329	170.4

Week Ended	VEAL		LAMB AND MUTTON		TOTAL MEAT PROD. Mil. lbs.
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.	
March 1, 1958	135	14.2	240	12.0	353
Feb. 22, 1958	105	11.0	252	12.3	334
March 2, 1957	141	16.1	277	13.7	417

1950-58 HIGH WEEK'S KILL: Cattle, 462,118; Hogs, 1,859,215; Calves, 200,555; Sheep and Lambs, 369,561.  
1950-58 LOW WEEK'S KILL: Cattle, 154,814; Hogs, 641,000; Calves, 55,241; Sheep and Lambs, 137,677.

Week Ended	AVERAGE WEIGHT AND YIELD (LBS.)			
	CATTLE		HOGS	
	Live	Dressed	Live	Dressed
March 1, 1958	1,010	556	233	129
Feb. 22, 1958	1,010	553	233	130
March 2, 1957	1,013	566	231	128

Week Ended	CALVES		SHEEP AND LAMBS		LARD PROD.	
	Live	Dressed	Live	Dressed	Per cwt.	Mil. lbs.
March 1, 1958	190	105	104	50	—	36.7
Feb. 22, 1958	190	105	103	49	—	35.5
March 2, 1957	204	114	102	49	15.1	46.2

nearly completed, exports in 1958 are expected to decline materially.

Exports of beef were shipments of frozen beef under Public Law 480. About 36,000,000 lbs. of frozen beef were shipped to Spain, 14,000,000 lbs. to Turkey, and 11,000,000 lbs. to Israel under P. L. 480 in 1957. Cessation of P. L. 480 shipments of beef will probably cause a sharp drop in beef exports in 1958, FAS said.

Exports of pork in 1957 amounted to 78,000,000 lbs., of which about 11,000,000 lbs. were canned pork shipped to Korea, plus about 2,000,000 lbs. of fatback and 2,000,000 lbs. of canned hams shipped to Spain under P. L. 480. In 1958, increased U. S. pork production and lower prices will encourage exports. However, heavy slaughter in Western Europe is expected to increase competition in U. S. export markets.

Exports of horsemeat continued to decline last year. Variety meat exports, which have risen sharply in recent years, showed a slight drop. Abundant supplies of pork variety meats in Western Europe and increased U. S. prices of beef variety meats in 1958 are expected to prevent any sharp advance in exports.

## CHICAGO LARD STOCKS

Lard inventories in Chicago on February 28 totaled 8,556,528 lbs. according to the Chicago Board of Trade. This volume compared with 12,806,655 lbs. in storage on January 31 and 34,169,082 lbs. Feb. 28, 1957.

Closing February stocks of lard represented a decline of over 4,000,000 lbs. since the close of January, and a drop of about 25,600,000 lbs. from closing February stocks last year.

Lard stocks by classes (in pounds) appear in the table below:

	Feb. 23, 1958	Jan. 31, 1958	Feb. 28, 1957
P.S. Lard (a)	4,864,147	6,619,640	24,963,845
P.S. Lard (b)	1,355,049	2,354,354	3,440,000
Dry Rendered			
Lard (a) . . .	118,832	649,832	2,265,237
Dry Rendered			
Lard (b) . . .		1,119,000	1,363,000
Other Lard . . .	2,218,500	2,063,700	2,147,000
TOTAL LARD	8,556,528	12,806,655	34,169,082

(a) Made since Oct. 1, 1957  
(b) Made previous to Oct. 1, 1957

## Animal Foods Production

Canned food and canned or fresh frozen food component for dogs, cats and like animals, prepared under government inspection and certification in January totaled 34,155,292 lbs. compared with 34,901,035 lbs. for the month before and 38,281,112 lbs. produced in January last year.

## Total U.S. Meat Exports Down in 1957; Pork Shipments Show Small Increase

United States red meat exports (product weight) increased slightly in 1957, but were offset by declines in exports of horsemeat and variety meats, resulting in a slight reduction in total meat exports, the Foreign Agricultural Service has reported.

U. S. meat production declined 3 per cent in 1957, with consequent higher prices, but exports remained at a high level due to government export programs. Production is expected to decline further in 1958, and as shipments under Public Law 480 are

### U. S. EXPORTS OF MEAT AND MEAT PRODUCTS, 1952-57

Item	(Product weight basis)					
	1952 pounds	1953 pounds	1954 pounds	1955 pounds	1956 pounds	1957 pounds
Beef and veal:						
Fresh or frozen	3,077	14,808	13,015	18,438	60,836	70,851
Canned	1,297	10,743	6,287	5,094	4,693	3,241
Pickled or cured	10,300	13,090	14,522	17,132	15,755	14,464
Total beef and veal	14,734	38,731	33,824	40,664	80,284	88,561
Pork:						
Fresh or frozen	11,845	6,517	5,293	6,657	7,994	5,706
Hams and shoulders, cured or cooked	12,967	10,753	11,010	14,438	17,755	18,301
Bacon	41,215	7,154	4,675	3,180	1,644	2,515
Other pork, pickled, salted or otherwise cured	24,862	50,685	27,538	37,076	42,053	33,115
Hams and shoulders, canned	2,327	1,296	932	1,200	1,052	3,357
Other pork, canned	3,540	3,003	3,445	3,772	5,163	14,946
Total pork	96,756	79,408	52,893	66,323	75,571	78,000
Lamb and mutton (except canned)	374	1,313	827	426	583	1,313
Sausage, bologna and frankfurters:						
Except canned	1,188	1,368	1,417	1,887	2,326	3,375
Canned	3,293	3,475	6,413	5,492	4,623	6,525
Meat and meat products, canned	1,329	2,270	4,116	2,648	2,538	5,029
Baby food, canned	322	395	404	478	607	1,127
Totals	117,966	128,960	99,894	117,918	175,532	183,924
Horsemeat (all kinds)	10,793	17,072	16,828	13,506	11,190	7,246
Variety meats (except canned)	4,345	29,029	45,922	69,586	99,427	91,179
Grand totals	142,074	173,061	162,144	200,959	286,149	282,349

# PROCESSED MEATS . . . SUPPLIES

## Less Meat, Plenty Of Other Foods Expected For This Year

The U. S. Department of Agriculture, in its annual review of the food situation, declared that meat consumption this year probably will be slightly lower than last year's rate. The department added that the moderate increase in prospect for pork will be offset by a small reduction in supplies of other classes of meat.

Supplies of other foods are expected to hold fairly steady with last year, with no drastic reductions or increases anticipated on any single class of products. Retail food prices will be much in line with average quotations in 1957. Marketing margins may be a little higher, the take going to the middleman.

## Oregon Cattlemen Turn Down Beef Commission, 2,152-942

Oregon cattlemen voted decisively against forming a beef commission, Robert J. Steward, director of the state department of agriculture announced following a meeting of the board chosen to review the referendum ballot. The vote was 2,152 against, and 942 in favor of the beef commission plan.

Steward said that about three-fourths of those who registered their production voted. Nearly 3,100 producers who own 377,010 cattle (tax-roll basis) voted. Well over the one-third total state production (part of a dual requirement to pass the proposal) was represented in the ballot.

Steward issued this statement after he was advised of the vote: "I think it is unfortunate that the livestock producers of Oregon have seen fit to turn down a formula designed to enable producers to help themselves. The commodity commission concept in Oregon is clearly subject to local control by the producers themselves.

"I predict that in the foreseeable future we shall see a national check-off plan for beef promotion; while that may be very desirable, Oregon producers as such will have little if any voice in the amount of the assessment or in the manner in which funds will be spent."

## MEAT PRODUCTS GRADED

Meats and meat products graded or certified, as complying with specifications of the U. S. Department of Agriculture (in 000 lbs.):

	Jan. 1958	Dec. 1957	Jan. 1957
Beef .....	586,699	517,193	649,208
Veal and calf .....	14,493	15,347	20,582
Lamb, yearling and mutton .....	22,940	19,355	24,118
Totals .....	624,134	551,895	693,908
All other meats, lard ..	11,559	9,284	25,947
Grand Totals .....	635,693	561,179	719,855

## U. S. LARD STOCKS

Stocks of lard and rendered pork fat at packing plants, factories and warehouses, refrigerated and non-refrigerated, on January 31, 1958 totaled 101,087,000 lbs. This volume compared with 101,205,000 lbs. in stock at the close of December and 101,098,000 lbs. in storage at the close of January last year.

## U. S. Exports of Animal Fats Last Year Down From 1956

Exports of lard from the United States last year declined sharply to about 500,000,000 lbs. from 611,000,000 lbs. shipped abroad in 1956, the Foreign Agricultural Service has reported. Principal factors which adversely affected U. S. exports of lard were said to be reduced hog slaughter and strong domestic consumption, which stimulated an increase in export prices.

Shipments abroad of 1,400,000,000 lbs. of inedible tallow and greases in 1957 compared with 1,500,000,000 lbs. of such materials the previous year. FAS suggested that U. S. tallow and greases are experiencing no particular difficulty in foreign markets, despite the reduction in such exports last year.

## Price Indexes At New Highs

Prices the consumer paid for commonly-used items rose to their highest levels on record during the week ended February 25, according to Bureau of Labor Statistics price indexes. The wholesale price index on meats rose one whole percentage point to 103.7 from the week before, while the primary market price index advanced a small fraction to 119.2. Both indexes were the highest since the base rate of 100 per cent was established on average prices for 1947-49. The same indexes for the like period of 1957 were 80.8 and 116.9 per cent, respectively.

## DOMESTIC SAUSAGE

Pork sausage, bulk (lcl. lb.)	
in 1-lb. roll .....	43½@46½
Pork saus., s.c. 1-lb. pk. 52 @65	
Franks, s.c. 1-lb. pk. .....	86½@73
Franks, skinless, 1-lb. package .....	52 @53
Bologna, ring (bulk) .....	51½@53
Bologna, art. cas., bulk.43½@45	
Bologna, a. c., sliced, 6-7 oz. pk., doz .....	3.07@3.24
Smoked liver, h.b., bulk.50½@53	
Smoked liver, a.c., bulk.42½@45	
Polish saus., smoked .....	68@70
New Eng. lunch spec. .....	64½@76
New Eng. lunch spec., sliced, 6-7 oz. doz. ....	4.00@4.50
Olive loaf, bulk .....	48½@56
O. L. sliced, 6-7 oz. doz.3.27@3.75	
Blood and tongue, bulk. .63 @67	
Pepper loaf, bulk .....	63½@74
P.L., sliced, 6-7 oz., doz.3.27@4.68	
Pickle & pimento loaf—44½@52	
P.A.P., sliced, 6-7 oz., dozen .....	3.12@3.48

## DRY SAUSAGE

Cerevelat, ch. hog bungs.1.04@1.06	
Thuringer .....	59 @61
Farmer .....	85 @87
Holsteiner .....	87 @89
Salami, B. C. ....	90@92
Salami, Genoa style .....	1.03@1.05
Salami, cooked .....	53 @55
Pepperoni .....	87 @89
Sicilian .....	96 @98
Goteborg .....	80 @87
Mortadella .....	58 @60

## SEEDS AND HERBS

(lcl. lb.)	Whole	Ground
Caraway seed .....	20	25
Cominos seed .....	41	47
Mustard seed, fancy .....	23	
yellow Amer. ....	17	
Oregano .....	44	
Coriander, Morocco, No. 1 ..	20	24
Marjoram, French ..	65	70
Sage, Dalmatian, No. 1 .....	56	64

## SPICES

(Basis, Chicago, original barrels, bags, bales)	Whole	Ground
Allspice, prime .....	82	92
Resifted .....	90	97
Chili, pepper .....	45	
Chili, powder .....	45	
Cloves, Zanzibar .....	64	69
Ginger, Jam., unbl. .	92	98
Mace, fancy, Banda.3.50		4.00
West Indies .....	3.65	
East Indies .....	3.30	
Mustard flour, fancy ..	40	
No. 1 .....	36	
West Indies nutmeg ..	2.50	
Paprika, Amer. No. 1 ..	48	
Paprika, Spanish .....	65	
Cayenne pepper .....	62	
Pepper: Red, No. 1 .....	57	
White .....	46	50
Black .....	36½	40

## SAUSAGE CASINGS

(lcl. prices quoted to manufacturers of sausage)	(Per set)
Beef rounds: Clear, 29/35 mm. ....	1.05@1.35
Clear, 35/38 mm. ....	1.00@1.15
Clear, 35/40 mm. ....	85@1.10
Clear, 38/40 mm. ....	1.05@1.35
Clear, 40/44 mm. ....	1.30@1.65
Clear, 44 mm./up. ....	1.85@2.50
Not clear, 44 mm./dn. 75 @85	
Not clear, 40 mm./up 85 @95	
Beef weasands: (Each) No. 1, 24 in./up .....	14 @17
No. 1, 22 in./up .....	10 @15
Beef middles: (Per set) Ex. wide, 2½ in./up.3.50@3.70	
Spec. wide, 2½-2¾ in.2.55@2.70	
Spec. med., 1½-2¼ in.1.50@1.60	
Narrow, 1½ in./dn. ....	1.05@1.15
Beef bung caps: (Each) Clear, 5 in./up. ....	34 @40
Clear, 4½-5 inch .....	29 @32
Clear, 4-4½ inch .....	19 @21
Clear, 3½-4 inch .....	15 @16
Not clear, 4½ inch/up ..	18 @21
Beef bladders, salted (Each) 7¼ inch./up, inflated..	18
6¼-7¼ inch, inflated..	15
5½-6½ inch, inflated..	13
Pork casings: (Per hank) 29 mm. down .....	4.45@4.80
29/32 mm. ....	4.50@4.65
32/35 mm. ....	3.65@3.80
35/38 mm. ....	3.25@3.40
35/44 mm. ....	3.05@3.15

Hog bungs: (Each) Sow, 34 in. cut .....	60 @65
Export, 34 in. cut .....	53 @55
Large, prime, 34 in. ....	38 @40
Med. prime, 34 in. ....	25 @27
Small prime .....	16 @22
Middles, cap off .....	60 @70
Hog skips .....	54 @60
Hog runners, green .....	16 @22
Sheep casings: (Per hank) 26/28 mm. ....	6.20@6.50
24/26 mm. ....	6.05@6.30
22/24 mm. ....	4.75@5.25
20/22 mm. ....	4.10@4.60
18/20 mm. ....	2.70@3.25
16/18 mm. ....	1.50@2.20

## CURING MATERIALS

Nitrite of soda, in 400-lb. bbl., del. or f.o.b. Chgo. ....	111.90
Pure refined gran. nitrate of soda .....	6.65
Pure rfd. powdered nitrate of soda .....	8.65
Salt, paper sacked, f.o.b. Chgo. gran. carlots, ton. ....	34 @40
Rock salt in 100 lbs. bags, f.o.b. whse. Chgo. ....	28 @30
Sugar: Raw, 96 basis, f.o.b. N. Y. ....	9.40
Refined standard cane gran. basis (Chgo.) .....	8.75
Packers curing sugar, 100 lb. bags, f.o.b. Reserve, La., less 2% .....	8.50
Dextrose: Celucose, regular .....	1.15
Ex-warehouse, Chicago .....	1.50

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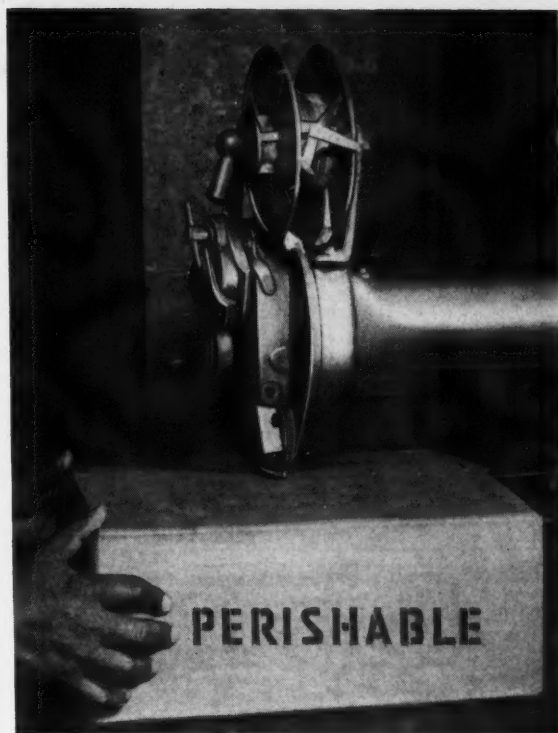
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# BEEF-VEAL-LAMB... Chicago and outside

## CHICAGO

March 4, 1958

### WHOLESALE FRESH MEATS

#### CARCASS BEEF

Steers, gen. range	(carlots, lb.)
Prime, 500/800	None quoted
Choice, 500/800	46 @ 46 1/2
Choice, 600/700	46 @ 46 1/2
Choice, 700/800	45 1/2 @ 45 1/2
Good, 500/600	42 1/2 @ 42 1/2
Good, 600/700	41 @ 42
Bull	36 1/2
Commercial cow	34
Canner-cutter cow	33

#### PRIMAL BEEF CUTS

Prime:	(Lb.)
Rounds, all wts.	53 1/2
Trimmed loins	
50/70 lbs. (lcl)	.02 @ 1.10
Square chucks	
70/90 lbs. (lcl)	44
Arm chucks, 80/110	42n
Ribs, 25/35 (lcl)	.82 @ 85
Briskets (lcl)	.39 @ 39
Navel, No. 1	21
Flanks, rough No. 1	.20 @ 20 1/2

Choice:	
Hindqtrs., 5/800	51
Foreqtrs., 5/800	40
Rounds, 70/90	52
Sq. loins, 50/70 (lcl)	.67 @ 80
Tr. chucks, 70/90	44
Arm chucks, 80/110.41	@ 43
Ribs, 25/35 (lcl)	.53 @ 58
Briskets (lcl)	.37 @ 38
Navel, No. 1	21
Flanks, rough No. 1	.20 @ 20 1/2
Good (all wts.):	
Rounds	.48 @ 50
Sq. cut chucks	.42 @ 43
Briskets	.35 @ 36
Ribs	.46 @ 49
Loins	.56 @ 58

### COW & BULL TENDERLOINS

Fresh J/L	C-C Grade	Froz. C/L
60@63	Cow, 3/dn.	61
75@80	Cow, 3/4	70
83@88	Cow, 4/5	75@80
90@1.00	Cow, 5/up	85@90
90@1.00	Bull, 5/up	85@90

#### BEEF HAM SETS

Insides, 12/up, lb.	.55
Outsides, 8/up, lb.	.51
Knuckles, 7 1/2/up, lb.	.55

#### CARCASS MUTTON

Choice, 70/down, lb.	.28 @ 29
Good, 70/down, lb.	.27 @ 28

n—nominal, b—bld, a—asked.

### BEEF PRODUCTS

(Frozen, carlots, lb.)

Tongues No. 1, 100's	31 1/2
Tongues, No. 2, 100's	23
Hearts, regular, 100's	25 1/2
Livers, regular, 35/50's	26 1/2
Livers, selected, 35/50's	35
Lips, scalded, 100's	16
Lips, unsalted, 100's	13 1/2
Tripe, scalded, 100's	9 1/2
Tripe, cooked, 100's	9
Melts, 100's	8 1/2
Lungs, 100's	8 1/2
Udders, 100's	5 1/2

#### FANCY MEATS

(lcl prices)

Beef tongues, corned	29
Veal breads,	
under 12 oz.	70 1/2
12 oz. up	9 1/2
Calf tongues, 1 lb./dn.	20
Oxtails, fresh, select	.27 @ 28

### BEEF SAUS. MATERIALS

#### FRESH

Canner-cutter, cow	(Lb.)
meat, barrels	45 1/2
Bull meat, boneless,	
barrels	49 1/2
Beef trimmings,	
75/85%, barrels	34 1/2
Beef trimmings,	
85/90%, barrels	42
Boneless chucks,	
barrels	46
Beef cheek meat,	
trimmed, barrels	37 1/2
Beef head meat, bbls.	33
Veal trimmings,	
boneless, barrels	.43 @ 44

#### VEAL—SKIN OFF

(lcl carcass prices, cwt.)

Prime, 90/120	54.00
Prime, 120/150	54.00
Choice, 90/120	50.00@51.00
Choice, 120/150	50.00@51.00
Good, 90/150	46.00@47.00
Stand., 90/190	42.00@44.00
Utility, 90/190	39.00@40.00
Cull, 60/125	32.00@33.00

#### CARCASS LAMB

(lcl prices, lb.)

Prime, 35/45	49@52
Prime, 45/55	49@52
Prime, 55/65	46@49
Choice, 35/45	48@51
Choice, 45/55	48@51
Choice, 55/65	45@48
Good, all wts.	43@47

## NEW YORK

March 4, 1958

### WHOLESALE FRESH MEATS

#### BEEF CARCASSES, CUTS

(lcl prices)

Steer:	(Western, cwt.)
Prime, carc., 6/700	\$53.00@55.50
Prime, carc., 7/800	52.50@54.00
Choice, carc., 6/700	46.00@48.00
Choice, carc., 7/800	45.00@46.50
Good, carc., 6/700	43.00@45.00
Good, carc., 7/800	42.00@44.00
Hinds., pr., 6/700	62.00@65.00
Hinds., pr., 7/800	61.00@64.00
Hinds., ch., 6/700	50.00@56.00
Hinds., ch., 7/800	51.00@54.00
Hinds., gd., 6/700	46.00@50.00
Hinds., gd., 7/800	45.00@48.00

#### BEEF CUTS

(lcl prices, lb.)

Prime steer:	
Hindqtrs., 600/700	.62 @ 65
Hindqtrs., 700/800	.61 @ 64
Hindqtrs., 800/900	.60 @ 62
Rounds, flank off	.52 @ 55
Rounds, diamond bone,	
flank off	.53 @ 56
Short loins, untrim.	.98 @ 1.08
Short loins, trim.	1.20@1.30
Flanks	.22 @ 23
Ribs (7 bone cut)	.79 @ 85
Arm chucks	.47 @ 48
Briskets	.39 @ 43
Plates	.21 1/2 @ 23 1/2

#### Choice steer:

Hindqtrs., 600/700	.52 @ 56
Hindqtrs., 700/800	.51 @ 54
Hindqtrs., 800/900	.50 @ 52
Rounds, flank off	.51 @ 53
Rounds, diamond bone,	
flank off	.52 @ 54
Short loins, untrim.	.83 @ 87
Short loins, trim.	.83 @ 87
Flanks	.22 @ 23
Ribs (7 bone cut)	.53 @ 57
Arm chucks	.45 @ 47
Briskets	.38 @ 38
Plates	.21 @ 22

### NEW YORK RECEIPTS

Receipts reported by the USDA	
Marketing Service, week ended Mar. 1, 1958, with comparisons:	
STEER and HEIFER: Carcasses	
Week ended Mar. 1	10,081
Week previous	10,752

#### COW:

Week ended Mar. 1	867
Week previous	683

#### BULL:

Week ended Mar. 1	273
Week previous	300

#### VEAL:

Week ended Mar. 1	13,831
Week previous	8,830

#### LAMB:

Week ended Mar. 1	34,989
Week previous	23,803

#### MUTTON:

Week ended Mar. 1	557
Week previous	565

#### HOG AND PIG:

Week ended Mar. 1	10,423
Week previous	10,331

#### BEEF CUTS:

Week ended Mar. 1	373,310
Week previous	111,419

#### VEAL AND CALF CUTS:

Week ended Mar. 1	3,000
Week previous	3,010

#### LAMB AND MUTTON:

Week ended Mar. 1	9,583
Week previous	973

#### PORK CUTS:

Week ended Mar. 1	765,422
Week previous	743,968

#### BEEF CURED:

Week ended Mar. 1	12,722
Week previous	12,931

#### PORK CURED AND SMOKED:

Week ended Mar. 1	227,400
Week previous	124,931

#### COUNTRY DRESSED MEAT

VEAL:	Carcasses
Week ended Mar. 1	10,845
Week previous	6,998

#### HOGS:

Week ended Mar. 1	6
Week previous	6

#### LAMB:

Week ended Mar. 1	183
Week previous	107

### FANCY MEATS

(lcl prices)

Veal breads, 6/12 oz.	12
12 oz. up	11
Beef livers, selected	43
Beef kidneys	18
Oxtails, 3/4-lb., frozen	28

#### LAMB

(lcl carcass prices, cwt.)

City	
Prime, 30/40	\$52.00@53.00
Prime, 40/45	52.00@53.00
Prime, 45/55	50.00@51.00
Prime, 55/65	50.00@51.00
Choice, 30/40	52.00@53.00
Choice, 40/45	52.00@53.00
Choice, 45/55	48.00@49.00
Choice, 55/65	50.00@51.00
Good, 30/40	49.00@50.00
Good, 40/45	49.00@50.00
Good, 45/55	50.00@51.00
Western	
Prime, 45/dn.	50.00@51.00
Prime, 45/55	49.00@50.00
Prime, 55/65	48.00@49.00
Choice, 45/dn.	50.00@51.00
Choice, 45/55	47.00@48.00
Choice, 55/65	45.00@46.00
Good, 45/dn.	47.00@48.00
Good, 45/55	46.00@47.00

#### VEAL—SKIN OFF

(lcl carcass prices) Western

Prime, 90/120	\$55.00@57.00
Prime, 120/150	54.00@56.00
Choice, 90/120	46.00@48.00
Choice, 120/150	45.00@47.00
Good, 50/90	42.00@44.00
Good, 90/120	43.00@45.00
Stand., 50/90	37.00@38.00
Stand., 90/120	38.00@39.00
Calif. 200/dn., ch.	39.00@41.00
Calif. 200/dn., gd.	38.00@40.00
Calif. 200/dn., std.	37.00@40.00

### LOCAL SLAUGHTER

CATTLE:	Head
Week ended Mar. 1	12,491
Week previous	11,198

#### CALVES:

Week ended Mar. 1	10,388
Week previous	7,203

#### HOGS:

Week ended Mar. 1	57,227
Week previous	45,207

#### SHEEP:

Week ended Mar. 1	85,894
Week previous	45,592

### PHILA. FRESH. MEATS

March 4, 1958

#### WESTERN DRESSED

STEER CARCASSES: (Cwt.)	
Choice, 500/700	\$47.00@49.00
Choice, 700/800	46.50@48.50
Good, 500/800	43.25@45.25
Hinds., choice	52.00@55.00
Hinds., good	48.00@51.00
Rounds, choice	54.00@56.00
Rounds, good	None qtd.

#### COW CARCASSES:

Com'l. all wts.	38.25@39.75
Utility, all wts.	36.75@38.25

#### VEAL (SKIN OFF):

Choice, 90/120	50.00@54.00
Choice, 120/150	50.00@54.00
Good, 50/90	46.00@49.00
Good, 90/120	47.00@50.00
Good, 120/150	47.00@50.00

#### LAMB:

Ch. & pr., 30/45	51.00@54.00
Ch. & pr., 45/55	48.00@53.00
Good all wts.	48.00@50.00

#### LOCALLY DRESSED

STEER BEEF (lbs.): Choice	Good
Carc., 5/700	47 @ 49
Carc., 7/800	46 1/2 @ 48 1/2
Hinds., 7/800	51 @ 54
Hinds., 5/700	52 @ 55
Hinds., 7/800	51 @ 54
Rounds, no flank	54 @ 57
Hip roll, plus flank	53 @ 56
Full loin, untrim.	51 @ 55
Short loin, untrim.	50 @ 55
Ribs (7 bone)	56 @ 62
Arm chucks	44 @ 47
Briskets	38 @ 40
Short plates	22 @ 24

# PORK AND LARD... Chicago and outside

## CHICAGO PROVISION MARKETS

From the National Provisioner Daily Market Service

### CASH PRICES

(Carlot basis, Chicago price zone, March 5, 1958)

#### SKINNED HAMS

F.F.A. or fresh	Frozen
51 1/2 @ 10/12	51 1/2
49 @ 12/14	49
48 1/2 @ 14/16	48 1/2
48 @ 16/18	48
47 @ 18/20	47
46 1/2 @ 20/22	46 1/2
46 @ 22/24	46
45 1/2 @ 24/26	45 1/2
45 @ 26/28	45
44 1/2 @ 28/30	44 1/2
44 @ 30/32	44

#### PICNICS

F.F.A. or fresh	Frozen
28 1/2 @ 4/6	28 1/2
28 @ 6/8	28
27 1/2 @ 8/10	27 1/2
27 @ 10/12	27
26 1/2 @ 12/14	26 1/2
26 @ 14/16	26

#### FAT BACKS

Frozen or fresh	Cured
9 1/2 @ 6/8	10 1/2
10 @ 8/10	11
10 1/2 @ 10/12	11 1/2
11 @ 12/14	12
11 1/2 @ 14/16	12 1/2
12 @ 16/18	13
12 1/2 @ 18/20	13 1/2
13 @ 20/22	14

#### BELLIES

F.F.A. or fresh	Frozen
35 1/2 @ 6/8	35 1/2
34 1/2 @ 8/10	34 1/2
34 @ 10/12	34
33 1/2 @ 12/14	33 1/2
33 @ 14/16	33
32 1/2 @ 16/18	32 1/2
32 @ 18/20	32

Gr. Am., froz., fresh	D.S. clear
25 1/2 @ 18/20	25 1/2
25 @ 20/22	25
24 1/2 @ 22/24	24 1/2
24 @ 24/26	24
23 1/2 @ 26/28	23 1/2
23 @ 28/30	23
22 1/2 @ 30/32	22 1/2
22 @ 32/34	22

#### FRESH PORK CUTS

Job Lot	Car Lot
48 1/2 @ 49 Loin, 12/dn.	47 1/2
48 @ 49 Loin, 12/16	46 1/2
45 1/2 @ 46 Loin, 16/20	45 1/2
42 @ 46 Loin, 20/up	41 1/2
40 @ 46 Loin, 4/8	37 1/2
36 1/2 @ 37 Butts, 8/12	35 1/2
36 @ 37 Butts, 8/up	35 1/2
43 1/2 @ 44 Ribs, 3/dn.	43
36 @ 37 Ribs, 3/5	35 1/2
26 @ 37 Ribs, 5/up	26 1/2

#### OTHER CELLAR CUTS

Frozen or fresh	Cured
22 1/2 @ Square Jowls	unq.
20 @ Jowl Butts, Loose	19
20 1/2 @ Jowl Butts, Boxed	unq.

### LARD FUTURES PRICES

NOTE: Add 1/4¢ to all price quotations ending in 2 or 7.

#### FRIDAY, FEB. 28, 1958

Open	High	Low	Close
Mar. 12.35	12.50	12.35	12.47
May 12.12	12.37	12.12	12.25

#### MONDAY, MARCH 3, 1958

Mar. 12.57	12.75	12.55	12.55a
May 12.25	12.37	12.25	12.32

#### TUESDAY, MARCH 4, 1958

Mar. 12.60	12.72	12.60	12.60b
May 12.40	12.55	12.40	12.45b

#### WEDNESDAY, MARCH 5, 1958

Mar. 12.62	12.75	12.62	12.70
May 12.42	12.55	12.42	12.52

#### THURSDAY, MARCH 6, 1958

Mar. 12.60	12.72	12.60	12.60b
May 12.40	12.55	12.40	12.45b

#### FRIDAY, MARCH 7, 1958

Mar. 12.60	12.72	12.60	12.60b
May 12.40	12.55	12.40	12.45b

#### SATURDAY, MARCH 8, 1958

Mar. 12.60	12.72	12.60	12.60b
May 12.40	12.55	12.40	12.45b

### CHGO. FRESH PORK AND PORK PRODUCTS

March 4, 1958

Hams, skinned, 10/12	52
Hams, skinned, 12/14	51
Hams, skinned, 14/16	50
Picnics, 4/6 lbs.	28 1/2
Picnics, 6/8 lbs.	28 1/2
Pork loins, boneless	70 @ 75
Shoulders, 16/dn., loose	34
(Job lots lb.)	
Pork livers	14 1/2
Tenderloins, fresh, 10's	78 @ 80
Neck bones, bbls.	15 1/2 @ 17
Ears, 30's	16 @ 18
Feet, sc. bbls.	15 @ 17

### CHGO. PORK SAUSAGE MATERIALS—FRESH

(To sausage manufacturers in job lots only)	
Pork trimmings,	
40% lean, barrels	25 @ 25 1/2
Pork trimmings,	
50% lean, barrels	27 @ 27 1/2
Pork trimmings,	
80% lean, barrels	39 1/2 @ 40
Pork trimmings,	
95% lean, barrels	45
Pork head meat	28
Pork cheek meat,	
barrels	38 @ 38 1/2

### PACKERS' WHOLESALE LARD PRICES

Refined lard, tierces, f.o.b. Chicago	\$15.00
Refined lard, 50-lb. fiber cubes, f.o.b. Chicago	14.50
Kettle rendered, 50-lb. tins, f.o.b. Chicago	16.00
Leaf, kettle rendered tierces, f.o.b. Chicago	16.75
Lard flakes, f.o.b. Chicago	16.75
Neutral tierces, f.o.b. Chicago	16.50
Standard shortening, N. & S. (del.)	21.75
Hydro. shortening, N. & S.	22.25

### WEEK'S LARD PRICES

P.S. or D.R.	Dry	Ref. in
cash	loose	tins
tierces (Open)	(Open)	(Open)
(Bd. Trade)	(Mkt.)	(Mkt.)
Feb. 28.12.47 1/2	11.37 1/2	14.00
Mar. 3.12.55 1/2	11.11 1/2	14.00
Mar. 4.12.60 1/2	11.11 1/2	14.00
Mar. 5.12.70 1/2	11.62 1/2	14.00
Mar. 6.12.75	12.00	14.25

## HOG MARGINS FALL BACK THIS WEEK

(Chicago costs, credits and realizations for Monday and Tuesday)

Live hog prices, rising at a more rapid rate than the market for pork, resulted in a general setback in cut-out margins this week. Only lightweights held a comfortable plus advantage, while mediumweights fell back into the minus side, and the minus margins on heavies became wider.

	-180-220 lbs.-	-220-240 lbs.-	-240-270 lbs.-
	Value	Value	Value
	per cwt.	per cwt.	per cwt.
	live	live	live
Lean cuts	\$14.23	\$20.29	\$13.50
Fat cuts, lard	6.12	8.76	6.25
Ribs, trimmings, etc.	2.56	3.67	2.38
Cost of hogs	\$20.44	\$20.79	\$20.59
Condemnation loss	.10	.10	.10
Handling, overhead	1.65	1.50	1.35
TOTAL COST	22.19	31.70	22.39
TOTAL VALUE	22.91	32.72	22.34
Cutting margin	+\$ .72	+\$1.02	-\$ .27
Margin last week	+.98	+1.41	+.17

## PACIFIC COAST WHOLESALE PORK PRICES

	Los Angeles	San Francisco	No. Portland
	Mar. 4	Mar. 4	Mar. 4
FRESH PORK (Carcass)	(Packer style)	(Shipper style)	(Shipper style)
80-120 lbs., U.S. No. 1-3	None quoted	\$34.00@36.00	None quoted
120-180 lbs., U.S. No. 1-3	\$34.00@36.50	\$32.00@34.00	\$33.00@34.00

### FRESH PORK CUTS, No. 1:

LOINS:			
8-10 lbs.	51.00@55.00	54.00@58.00	53.00@56.00
10-12 lbs.	51.00@55.00	54.00@58.00	53.00@56.00
12-16 lbs.	51.00@55.00	54.00@58.00	54.00@57.00

### PICNICS:

4- 8 lbs. ....	35.00@39.00	36.00@40.00	37.00@41.00
<b>HAMS:</b>			
12-16 lbs. ....	52.00@58.00	56.00@60.00	54.00@60.00
16-18 lbs. ....	50.00@58.00	54.00@58.00	53.00@57.00

### HAMS:

12-16 lbs.	52.00@58.00	56.00@60.00	54.00@60.00
16-18 lbs.	50.00@58.00	54.00@58.00	53.00@57.00

### BACON "Dry" Cure, No. 1:

50-lb. cartons & cans..	16.50@20.75	20.00@21.00	None quoted
Tierces .....	16.25@20.25	18.00@20.00	14.00@17.00

### LARD, Refined:

1-lb. cartons	19.00@21.25	21.00@22.00	17.00@19.00
50-lb. cartons & cans	18.50@20.75	20.00@21.00	None quoted
Tierces	16.25@20.25	18.00@20.00	14.00@17.00

## N. Y. FRESH PORK CUTS PHILA. FRESH PORK

March 4, 1958

Boston butts, 4/8	31.00@34.00	Spareribs, 3/down	45	@47
Spareribs, 3/down	45.00@49.00			
LOCALLY DRESSED				
(L.C.I. prices, cwt.)	Western	Pork loins, 8/12	51	@56
Pork loins, 8/12	49.00@53.00	Pork loins, 12/16	50	@55
Pork loins, 12/16	49.00@52.00	Boston, 10/12	50	@55
Hams, sknd., 10/14	52.00@56.00	Spareribs, 3/down	45	@48
Boston butts, 4/8	30.00@33.00	Spareribs, 3/5	40	@42
Picnics, 4/8	30.00@33.00	Skinned hams, 10/12	53	@58
Spareribs, 2/down	44.00@47.00	Skinned hams, 12/16	50	@55
		Picnics, 4/8	31	@33

### LOCALLY DRESSED

Pork loins, 8/12	51 @ 55
Pork loins, 12/16	50 @ 55
Belles, 10/12	35 @ 38
Spareribs, 3/down	45 @ 48
Spareribs, 3/5	40 @ 42
Skinned hams, 10/12	53 @ 58
Skinned hams, 12/14	50 @ 55
Picnics, 4/8	33 @ 37
Boston butts, 4/8	41 @ 46

## HOG-CORN RATIOS

The hog-corn ratio based on barrows and gilts at Chicago for the week ended Mar. 1, 1958 was 17.6, the U. S. Department of Agriculture has reported. This ratio compared with the 18.2 ratio for the preceding week and 13.4 a year ago. These ratios were calculated on the basis of No. 3 yellow corn selling at \$1.146, \$1.137 and \$1.264 per bu. during the three periods, respectively.

## CHGO. WHOLESALE SMOKED MEATS

March 4, 1958

Hams, skinned, 14/16 lbs., (Av.)	56 1/2
Hams, skinned, 14/16 lbs., ready-to-eat, wrapped	57 1/2
Hams, skinned, 16/18 lbs., wrapped	55 1/2
Hams, skinned, 16/18 lbs., ready-to-eat, wrapped	56 1/2
Bacon, fancy trimmed, brisket off, 8/10 lbs., wrapped	48
Bacon, fancy sq. cut seedless, 12/14 lbs., wrapped	46
Bacon, No. 1 sliced 1-lb. heat seal, self-service, pkg.	61

# BY-PRODUCTS... FATS AND OILS

## BY-PRODUCTS MARKET

(F.O.B. Chicago, unless otherwise indicated)  
Wednesday, March 5, 1958

### BLOOD

Unground, per unit of ammonia, bulk ..... 8.00n

### DIGESTER FEED TANKAGE MATERIALS

Wet rendered, unground, loose:  
Low test ..... 8.06n  
Med. test ..... 8.00n  
High test ..... 8.00n

### PACKINGHOUSE FEEDS

Carlots, ton  
50% meat, bone scraps, bagged \$ 95.00@100.00  
50% meat, bone scraps, bulk ... 92.50@ 97.50  
90% digester tankage, bagged ... 95.00@100.00  
90% digester tankage, bulk .... 92.50@ 97.50  
80% blood meal, bagged ..... 150.00@160.00  
Steam bone meal, bagged ..... 90.00  
(specially prepared) ..... 90.00  
60% steam bone meal, bagged... 85.00@ 90.00

### FERTILIZER MATERIALS

Feather tankage, ground  
per unit ammonia ..... 15.00  
Hoof meal, per unit ammonia ..... 15.75@6.00

### DRY RENDERED TANKAGE

Low test, per unit prot. .... 1.80n  
Med. test, per unit prot. .... 1.75n  
High test, per unit prot. .... 1.75n

### GELATINE AND GLUE STOCKS

Bone stock (gelatine), ton..... 25.00  
Cattle jaws, feet (non-gel.), ton... 11.00@15.00  
Trim bone, ton ..... 14.00@19.00  
Pigskin (gelatine), cwt. .... 6.50  
Pigskins, (rendering), piece..... 15@25

### ANIMAL HAIR

Winter coll dried, per ton ..... 40.00  
Summer coll dried, per ton ..... 25.00@30.00  
Cattle switches, per piece ..... 3@4  
Winter processed (Nov.-March)  
gray, lb. .... 9n  
Summer processed (April-Oct.)  
gray, lb. .... 5@6n

\*Delivered, f.c.a.f. East, n—nominal, a—asked.

## TALLOW and GREASES

Wednesday, March 5, 1958

A moderate trade developed late last week in the Midwest area, and on product for gulf destination. Bleachable fancy tallow sold at 7¼c, and special tallow at 7¼c, c.a.f. Chicago. Choice white grease, all hog, traded at 8¼c, c.a.f. Avondale, La., and c.a.f. New York. A few tanks of special tallow sold at 7¼c, c.a.f. Avondale.

On Friday, special tallow and yellow grease sold at 7¼c and 7c, c.a.f. Chicago, respectively. Inquiry was in the market for bleachable fancy tallow at 8¼, c.a.f. New York. Original fancy tallow was bid at 8¼c, same destination, but was held at 8¼c. The edible tallow market was a mixed affair. Some trades were reported at 11¼c, and additional tanks at 11c, all prompt shipment.

The market on Monday of the new week was mostly a bid and offering affair. Yellow grease was bid at 7¼c, c.a.f. Avondale, and at 7½@7¼c, c.a.f. New York. Choice white grease,

all hog, was available at 9c, c.a.f. East, but bids were lacking.

Bleachable fancy tallow, resale, traded at 8¼c, c.a.f. New York. Some movement was also reported on current production at 8½c, same delivery point. Choice white grease, all hog, sold at 9c, delivered East. Yellow grease sold at 6¼@7c, c.a.f. Chicago.

A few more tanks of bleachable fancy tallow sold at midweek at 8¼c, c.a.f. New York. The same was bid at 8¼c c.a.f. Avondale. Choice white grease, all hog, again sold at 9c, delivered East. Sellers were asking ¼c higher. Bleachable fancy tallow sold at 7¼c, c.a.f. Chicago. Special tallow traded at 7¼@7¼c, also c.a.f. Chicago, and product considered. Yellow grease was bid at 7¼@7½c, c.a.f. Avondale, and at 7¼c, c.a.f. East. Special tallow was bid at 7¼@7¼c, c.a.f. New York, and at 7¼c, c.a.f. Avondale. Edible tallow sold at 11c, f.o.b. River. Indications of 11¼c, Chicago were reported in the market also, with offerings held at 11¼c.

**TALLOW:** Wednesday's quotations: edible tallow, 11c, f.o.b. River, and 11¼c, Chicago basis; original fancy tallow, 8¼c; bleachable fancy

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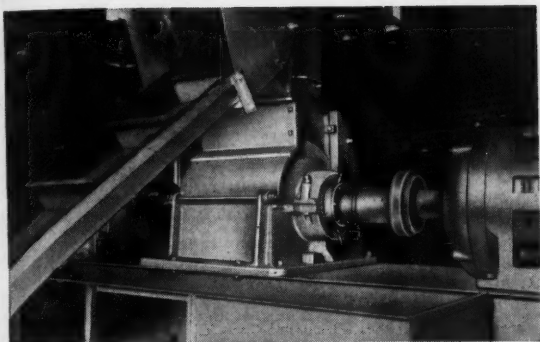


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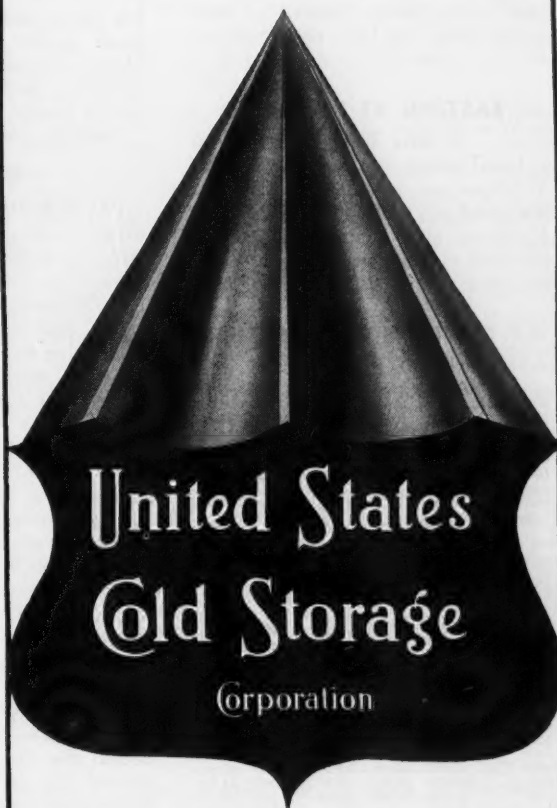
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• **DETROIT**  
1448 Wabash



• **FORT WORTH**  
1101 N. E. 23rd Street



• **KANSAS CITY**  
500 East 3rd Street



• **OMAHA**  
4302 South 30th Street



• **PORT LAVACA, TEXAS**, 613 Harbor St.

tallow, 7½c; prime tallow, 7½c; special tallow, 7¼@7½c; No. 1 tallow, 7c; and No. 2 tallow, 6½@6½c.

**GREASES:** Wednesday's quotations: choice white grease, not all hog, 7½c; B-white grease, 7¼@7½c; yellow grease, 7c; house grease, 6½c; and brown grease, 6¼@6½c. Choice white grease, all hog, was quoted at 9c, c.a.f. East.

## EASTERN BY-PRODUCTS

New York, Mar. 5, 1958  
Dried blood was quoted today at \$7.00 per unit of ammonia. Low test wet rendered tankage was listed at \$7.00 per unit of ammonia and dry rendered tankage was priced at \$1.50 per unit of protein.

## N.Y. COTTONSEED OIL FUTURES

FRIDAY, FEB. 28, 1958

	Open	High	Low	Close	Prev. close
Mar. ....	15.95	15.96	15.80	15.84b	15.95
May ....	15.69	15.69	15.52	15.64	15.63
July ....	15.46	15.47	15.32	15.44	15.44
Sept. ....	15.08b	15.08	14.99	15.03	15.05b
Oct. ....	14.70b	14.80	14.70	14.80	14.73b
Dec. ....	14.75b	14.75	14.75	14.80b	14.73b
Jan. ....	14.70b	.....	.....	14.80b	14.79b
Mar. ....	14.60b	14.77	14.75	14.75b	14.75b

Sales: 362 lots.

MONDAY, MAR. 3, 1958

	Open	High	Low	Close	Prev. close
Mar. ....	15.75b	16.00	15.96	15.96b	15.84b
May ....	15.67	15.73	15.67	15.69	15.64
July ....	15.45	15.51	15.45	15.46	15.44
Sept. ....	15.03b	15.10	15.05	15.05	15.03
Oct. ....	14.75b	14.80	14.80	14.80	14.80
Dec. ....	14.75b	14.80	14.80	14.75b	14.80b
Jan. ....	14.75b	.....	.....	14.75b	14.80b
Mar. ....	14.70b	.....	.....	14.72b	14.75b

Sales: 168 lots.

TUESDAY, MAR. 4, 1958

	Open	High	Low	Close	Prev. close
Mar. ....	15.98	16.05	15.98	16.01	15.96b
May ....	15.74	15.85	15.70	15.72	15.69
July ....	15.52	15.63	15.50	15.50	15.46
Sept. ....	15.08b	15.24	15.10	15.14	15.05
Oct. ....	14.75b	15.00	14.88	14.88	14.80
Dec. ....	14.70b	14.80	14.80	14.80b	14.75b
Jan. ....	14.70b	.....	.....	14.80b	14.75b
Mar. ....	14.70b	.....	.....	14.80b	14.72b

Sales: 287 lots.

WEDNESDAY, MAR. 5, 1958

	Open	High	Low	Close	Prev. close
Mar. ....	16.00b	16.07	15.97	16.05	16.01
May ....	15.60b	15.82	15.69	15.82	15.72
July ....	15.50b	15.63	15.50	15.63	15.50
Sept. ....	15.03b	15.29	15.23	15.32b	15.14
Oct. ....	14.81b	15.02	14.96	15.05b	14.88
Dec. ....	14.81b	14.90	14.86	15.02b	14.80b
Jan. ....	14.90b	.....	.....	15.00b	14.80b
Mar. ....	14.75b	14.90	14.90	14.90b	14.80b

Sales: 198 lots.

## VEGETABLE OILS

Wednesday, March 5, 1958

Crude cottonseed oil, f.o.b.	
Valley .....	13½b
Southeast .....	13½a
Texas .....	13½b
Corn oil in tanks, f.o.b. mills	14½
Soybean oil, f.o.b. Decatur	11½a
Peanut oil, f.o.b. mills	16½
Cocunut oil, f.o.b. Pacific Coast	13½a
Cottonseed foots:	
Midwest and West Coast	1½@ 1½
East .....	1½@ 1½

## OLEOMARGARINE

Wednesday, March 5, 1958

White dom. vegetable (30-lb. cartons)	27
Yellow quarters (30-lb. cartons)	28
Milk churned pastry (750 lbs., 30's)	24½@26
Water churned pastry (750 lbs., 30's)	23½@25
Bakers drums, ton lots	21½

## OLEO OILS

Wednesday, March 5, 1958

Prime oleo stearine (slack barrels)	12½
Extra oleo oil (drums)	18½
Prime oleo oil (drums)	17½

n—nominal, a—asked, b—bid, pd—paid.

# HIDES AND SKINS

Market on most selections on the big packer hide list fractionally lower than a week ago—Lower trend on big packer hides reflected in sales of small packer and country stock—Mostly nominally steady quotations on calfskins and kipskins—Sheepskins mostly steady, with lower grade selections getting more attention.

## CHICAGO

**PACKER HIDES:** The bulk of the week's trading took place Tuesday, with a few follow-up sales on Wednesday. Better than an estimated 100,000 hides changed hands. Trading in light native cows was steady, while other transactions were at prices ½c below those which resulted from the general rise of two weeks ago. Heavy native steers sold a 9c for Rivers and at 9½c for low-freight points. Butt-brands and Colorados sold at 7½c and 7c, respectively, or ½c lower. Heavy native cows sold ½c lower at 11c for Rivers and at 11½c for Northerns. Light native cows sold steady, with 14½c paid for Northerns and 17c for Rivers. Branded cows were considered steady Tuesday, although Northerns sold in mixed lots at 9½c, or ½c below list.

**SMALL PACKER AND COUNTRY HIDES:** Small packer hides reflected the downward trend in the current big packer market. The 60-lb. average was quoted at 9c nominal, and the 50-lb. at 12c nominal, both ½c lower. Calfskins, all weights, were quoted at 29c nominal, as were kipskins, all weights, at 25c.

**CALFSKINS AND KIPSKINS:** During the past week the market on these selections was relatively quiet. Northern calfskins, 10/15's, were listed at 45c nominal, and the 10/downs at 40c nominal. Northern kipskins were quoted nominally at 35c on the 15/25's and 33c on the 25/30's.

**SHEEPSKINS:** Interest in sheepskins was quiet, with some inquiries for the cheaper grades. No. 1 shearlings sold at 1.60@3.00, No. 2's at 1.25@1.70, and No. 3's at .60@.90. Fall clips ranged from 2.25@3.25, and dry pelts from .21@.22 nominal.

## Hide Futures Mart For Holland

A futures market for cattle hides will open in Amsterdam on March 18, the Foreign Agricultural Service has revealed. Buenos Aires Standard Frigorifico Light Sound ox hides weighing 42 to 51 lbs. will serve as a basis for the contracts.

## CHICAGO HIDE QUOTATIONS

PACKER HIDES

	Wednesday, Mar. 5, 1958	Cor. date 1957
Lgt. native steers	16 @ 16½n	14½n
Hvy. nat. steers	9 @ 9½n	9 @ 9½
Ex. lgt. nat. steers	19n	18n
Butt-brand. steers	7½n	8
Colorado steers	7	7½
Hvy. Texas steers	7¼ @ 8n	11n
Light Texas steers	11¼ @ 12n	15n
Ex. lgt. Texas steers	15½ @ 16n	10
Heavy native cows	11 @ 11½n	15 @ 16
Branded cows	14½ @ 17n	8½ @ 9½
Native bulls	9½ @ 10½	7 @ 8n
Branded bulls	7½ @ 8n	7n
Calfskins:	6½ @ 7n	
Northerns, 10/15 lbs.	45n	45 @ 47½
10 lbs./down	40n	37½
Kips, Northern native,		
15/25 lbs.	35n	31n

SMALL PACKER HIDES

STEERS AND COWS:			
60 lbs. and over	0n		8½n
50 lbs.	12n	11	@ 11½n

SMALL PACKER SKINS

Calfskins, all wts.	20n	28	@ 29
Kipskins, all wts.	25n	21	@ 22

SHEEPSKINS

Packer shearlings:		
No. 1	1.60@3.00	2.00@2.30
Dry Pelts	21.60@22n	25n
Horsehides, untrim.	7.75@8.25n	9.00
Horsehides, trim.	7.25@7.75n	8.00

## N. Y. HIDE FUTURES

FRIDAY, FEB. 28, 1958

	Open	High	Low	Close	Prev. close
Apr. ....	13.00b	12.98	12.98	12.75b	8½
July ....	13.05b	13.17	12.80	12.90b	9½
Oct. ....	13.15b	13.17	13.17	13.07b	11a
Jan. ....	.....	.....	.....	13.12n	

Sales: 21 lots.

	Open	High	Low	Close	Prev. close
July ....	13.55b	13.50	13.35	13.40b	5a
Oct. ....	13.65b	13.65	13.65	13.50b	6a
Jan. ....	13.70b	13.65	13.65	13.60b	7a
Apr. ....	13.75b	.....	.....	13.70b	8a
July ....	13.75b	.....	.....	.....	

Sales: five lots.

MONDAY, MAR. 3, 1958

Apr. ....	12.65b	12.80	12.80	12.80	
July ....	12.80b	12.90	12.80	12.90b-13.00b	
Oct. ....	12.90b	.....	.....	13.00b	20n
Jan. ....	.....	.....	.....	13.05n	

Sales: three lots.

July ....	13.25b	13.55	13.40	13.45b	6a
Oct. ....	13.35b	.....	.....	13.55b	7a
Jan. ....	13.45b	13.66	13.66	13.65b	8a
Apr. ....	13.55b	13.91	13.91	13.85b-14.10b	

Sales: 34 lots.

TUESDAY, MAR. 4, 1958

Apr. ....	12.75b	12.75	12.75	12.65b	8a
July ....	12.80b	12.85	12.80	12.75b	8a
Oct. ....	12.95b	12.95	12.95	12.85b-13.00b	
Jan. ....	13.55b	13.70	13.55	13.55	

Sales: five lots.

July ....	13.35b	13.40	13.30	13.20b	2a
Oct. ....	13.45b	13.49	13.48	13.35b	4a
Jan. ....	13.55b	13.70	13.55	13.55	
Apr. ....	13.70b	13.75	13.75	13.75	

Sales: 31 lots.

WEDNESDAY, MAR. 5, 1958

Apr. ....	12.60b	.....	.....	12.60b	7a
July ....	12.75	12.80	12.75	12.75b	7a
Oct. ....	12.80b	.....	.....	12.85b-13.00b	
Jan. ....	.....	.....	.....	12.90n	

Sales: four lots.

July ....	13.15b	13.25	13.25	13.25	
Oct. ....	13.25b	13.40	13.38	13.38b	4a
Jan. ....	13.40b	13.55	13.53	13.53b	6a
Apr. ....	13.60b	.....	.....	13.75b	9a

Sales: eight lots.

THURSDAY, MAR. 6, 1958

Apr. ....	12.60b	.....	.....	12.70b	9a
July ....	12.75b	12.88	12.80	12.75b	9a
Oct. ....	12.85b	.....	.....	13.00b-13.10b	
Jan. ....	.....	.....	.....	13.05n	

Sales: five lots.

July ....	13.20b	13.30	13.20	13.20b	8a
Oct. ....	13.35b	.....	.....	13.45b	5a
Jan. ....	13.50b	.....	.....	13.60b	7a
Apr. ....	13.70b	.....	.....	13.80b	9a

Sales: four lots.

NOTE: Upper monthly series each day old contracts; lower series, new contracts.

# LIVESTOCK MARKETS... Weekly Review

## Increase in Sheep Reflects

### Council Efforts, Says Winder

G. N. Winder, president of the American Sheep Producers Council, said that the 3 per cent increase in stock sheep numbers last year is a clear indication that the advertising and promotion program of the council is showing positive results.

Winder pointed out that the most critical drought in many years has been broken less than one year, yet ewe numbers were up 16 per cent and at the highest level since 1952. This reflects confidence in the whole program of incentive payments and promotion and advertising, Winder declared.

Winder also indicated that these figures were good news to many sheepmen who had expressed concern over whether or not the Wool Act of 1954, which authorized organization of the American Sheep Producers Council, was accomplishing its goal.

Sheepmen are increasing the size of their flocks, and part of the increase, Winder said, must be attributed to better range conditions, but the work of the council in promoting and advertising lamb and wool also is an important factor.

## Wool Production Last Year

### Down 4 Per Cent From 1956

Wool production, shorn and pulled, totaled 269,000,000 lbs. in 1957, according to the Crop Reporting Board. This was 4 per cent below the 1956 production of 279,000,000 lbs. Of the 1957 production, 235,000,000 lbs. were shorn wool and 34,000,000 lbs. pulled wool. In 1956, 239,000,000 lbs. were shorn and 40,000,000 lbs. pulled. The 1946-55 average produc-

tion of all wool was 278,000,000 lbs., of which 236,000,000 lbs. were shorn and 42,000,000 lbs. pulled wool.

The average price received by growers for shorn wool from April 1957 through January 1958 was 54.4c per lb. The average value of wool production in 1956 was 44.2c per lb., and the 10-year average was 54.7c. Value of shorn wool produced in 1957 amounted to \$128,000,000, 21 per cent above the \$106,000,000 for the 1956 production.

The number of sheep and lambs shorn in 1957 totaled 28,500,000 head, about the same as the number shorn in 1956 and the 10-year average. The weight per fleece was 8.26 lbs., compared with 8.37 lbs. in 1956 and the record high of 8.55 lbs. in 1955.

Pulled wool production in 1957 was down 17 per cent from 1956. Commercial slaughter of sheep and lambs during 1957 was 6 per cent below 1956. The average weight of wool pulled per skin was 3.31 lbs. compared with 3.44 lbs. in 1956.

## STOCKER-FEEDER MOVEMENT

Stocker and feeder livestock received in nine Corn Belt states in January 1958, 57, as reported by the USDA.

### CATTLE AND CALVES

	1958	1957
Public stockyards .....	168,334	118,892
Direct .....	172,232	132,640
Totals .....	340,566	251,532

### SHEEP AND LAMBS

	1958	1957
Public stockyards .....	74,237	72,042
Direct .....	69,689	128,472
Totals .....	143,926	200,514

Data in this report were obtained from state veterinarians. Under "Public stockyards" are included stockers and feeders bought at stockyard markets. Under "Direct" are included stock coming from points other than public stockyards, some of which are inspected and fed at public stockyards en route.

## LIVESTOCK AT 60 MARKETS

A summary of receipts and disposition of livestock at 60 public markets for years 1957 and 1956, as reported by the USDA:

### CATTLE:

	Salable receipts	Total receipts	Local slaughter
Total: 1957 .....	17,871,453	21,085,391	11,737,852
1956 .....	19,696,769	23,538,303	12,895,543

### 5-YR. AV.

(1952-56) .....	18,632,162	22,111,318	11,681,861
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### CALVES:

Total: 1957 .....	3,391,140	4,481,873	2,206,069
1956 .....	3,979,885	5,342,920	2,918,519

### 5-YR. AV.

(1952-56) .....	4,103,489	5,326,303	2,913,212
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### HOGS:

Total: 1957 .....	22,803,169	31,923,556	23,069,282
1956 .....	25,630,747	36,310,176	25,806,214

### 5-YR. AV.

(1952-56) .....	23,841,041	33,442,433	23,366,060
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### SHEEP AND LAMBS:

Total: 1957 .....	7,367,346	12,709,893	6,279,918
1956 .....	8,123,237	15,004,900	7,262,327

### 5-YR. AV.

(1952-56) .....	8,649,613	15,528,257	7,262,766
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Driven-in receipts at 60 public markets constituted the following percentages of total 1957 receipts: Cattle, 86.1; calves, 84.2; hogs, 89.4; and sheep, 62.5. Percentages in 1956 were 83.2, 82.1, 87.2 and 56.1.

## LIVESTOCK CARLOADINGS

A total of 4,211 railroad cars was loaded with livestock in the week ended Feb. 22, the Association of American Railroads has reported. This was 330 fewer cars than were loaded in the same week of 1957.

## BUFFALO LIVESTOCK

Receipts at Buffalo, N. Y., in Jan., 1958, as reported by the USDA:

	Cattle	Calves	Hogs	Sheep
Total receipts .....	12,042	3,318	4,339	9,705
Shipments .....	4,354	10	1,448	5,145
Local slaughter ..	7,688	3,308	2,891	4,560

Carlots



Barrel Lots

DRESSED BEEF  
BONELESS MEATS AND CUTS  
OFFAL

**SUPERIOR PACKING CO.**  
CHICAGO ST. PAUL

GEO. S. HESS

R. Q. (PETE) LINE

**INDIANAPOLIS HOG MARKET**

**HESS-LINE CO.**

HOG ORDER BUYERS EXCLUSIVELY

TELEPHONE MELROSE 7-5481

**HESS-LINE CO.**

EXCHANGE BLDG. INDIANAPOLIS STOCK YARDS  
INDIANAPOLIS 21, IND.

## PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ended Saturday, March 1, 1958, as reported to The National Provisioner:

**CHICAGO**  
Armour, 11,505 hogs; shippers, 8,044 hogs; and others, 17,466 hogs.  
Totals: 19,444 cattle, 484 calves, 36,991 hogs and 3,785 sheep.

**KANSAS CITY**  
Cattle Calves Hogs Sheep  
Armour... 1,797 182 1,515 1,022  
Swift... 2,943 579 3,974 1,868  
Wilson... 925 ... 3,252 ...  
Butchers... 4,328 47 1,183 ...  
Others... 471 ... 2,097 2,289  
Totals: 10,462 818 11,991 5,179

**OMAHA**  
Cattle Calves Hogs Sheep  
Armour... 4,709 4,576 3,004  
Cudahy... 2,897 3,943 2,997  
Swift... 3,525 3,584 2,506  
Wilson... 2,919 3,521 2,184  
Neb. Beef... 746 ...  
Am. Stores... 1,194 ...  
Cornhusker... 963 ...  
O'Neill... 786 ...  
R. & C... 1,125 ...  
Gr. Omaha... 633 ...  
Rothschild... 1,231 ...  
Roth... 845 ...  
Kingman... 875 ...  
Omaha... 531 ...  
Union... 998 ...  
Others... 862 6,692 ...  
Totals... 25,139 22,316 10,693

**ST. JOSEPH**  
Cattle Calves Hogs Sheep  
Swift... 2,851 90 9,721 3,728  
Armour... 3,555 58 6,260 1,040  
Seltz... 892 ...  
Others... 2,956 ... 2,097 ...  
Totals\* 10,254 148 18,078 4,768  
\*Do not include 244 cattle, 13 calves, 4,531 hogs and 7,119 sheep direct to packers.

**N. S. YARDS**  
Cattle Calves Hogs Sheep  
Armour... 2,115 509 8,359 1,068  
Swift... 2,389 916 12,513 1,654  
Hunter... 1,038 ... 5,780 182  
Hill... ... 928 ...  
Krey... ... 3,687 ...  
Totals... 5,542 1,425 31,217 2,882

**WICHITA**  
Cattle Calves Hogs Sheep  
Cudahy... 1,009 172 1,812 ...  
Dunn... 144 ...  
Sunflower... 22 ...  
Armour... 11 ... 419 ...  
Dold... 131 ... 473 ...  
Excel... 957 ...  
Swift... ... 1,050 ...  
Others... 1,388 ... 97 284  
Totals... 3,062 172 2,382 1,762

**OKLAHOMA CITY**  
Cattle Calves Hogs Sheep  
Armour... 745 12 405 540  
Wilson... 1,157 79 568 855  
Others... 2,063 220 1,165 ...  
Totals... 3,965 101 2,138 1,395  
\*Do not include 775 cattle, 54 calves, 7,617 hogs and 237 sheep direct to packers.

**LOS ANGELES**  
Cattle Calves Hogs Sheep  
Cudahy... ... 319 ...  
Wilson... 34 ...  
Ideal... 704 ...  
Atlas... 549 ...  
Gr. West... 351 ...  
United... 339 ...  
Goldring... 337 ...  
Coast... 319 ... 294 ...  
Com'l... 238 ...  
Union... 132 ...  
Others... 1,332 114 632 ...  
Totals... 4,335 114 1,578 ...

**CINCINNATI**  
Cattle Calves Hogs Sheep  
Gall... ...  
Schlachter... 200 56 ...  
Others... 3,685 984 11,801 521  
Totals... 3,885 1,040 11,801 521

**DENVER**  
Cattle Calves Hogs Sheep  
Armour... 661 ... 6,990  
Swift... 1,373 ... 2,824 8,183  
Cudahy... 878 25 3,432 161  
Wilson... 814 ... 7,743  
Others... 10,646 37 1,527 496  
Totals... 14,372 117 7,783 23,553

**ST. PAUL**  
Cattle Calves Hogs Sheep  
Armour... 5,652 2,279 14,186 1,910  
Bartusch... 1,186 ...  
Rifkin... 925 12 ...  
Superior... 1,498 ...  
Swift... 3,717 3,653 24,252 3,348  
Others... 4,084 4,402 14,028 1,171  
Totals... 17,062 10,346 52,466 6,429

**MILWAUKEE**  
Cattle Calves Hogs Sheep  
Packers... 2,240 5,404 4,260 958  
Butchers... 3,580 1,160 283 277  
Totals... 5,820 6,564 4,543 1,235

**FORT WORTH**  
Cattle Calves Hogs Sheep  
Armour... 259 562 548 2,882  
Swift... 133 334 1,235 3,557  
Rosenthal... 155 ... 2 28  
Totals... 547 896 1,785 6,467

**TOTAL PACKER PURCHASES**  
Week ended Mar. 1 week 1957  
Cattle... 124,489 136,525 157,655  
Hogs... 205,089 209,183 240,065  
Sheep... 68,669 76,701 69,427

## CORN BELT DIRECT TRADING

Des Moines, Ca. 5—  
Prices on hogs at 13 plants and about 30 concentration yards in interior Iowa and southern Minnesota, as quoted by the USDA:

Barrows, gilts, U.S. No. 1-3:  
180/200 lbs. .... \$18.75@20.75  
200/220 lbs. .... 19.75@20.90  
220/240 lbs. .... 19.50@20.70  
240/270 lbs. .... 18.50@20.20  
270/300 lbs. .... 18.25@19.60  
Sows, U.S. No. 1-3:  
270/330 lbs. .... 17.85@19.10  
330/400 lbs. .... 17.35@18.60  
400/500 lbs. .... 16.25@18.10

Corn Belt hog receipts, as reported by the USDA:

	This week	Last week	Last actual
Feb. 27	34,500	40,000	55,000
Feb. 28	47,700	38,500	41,000
Mar. 1	39,500	14,000	29,000
Mar. 3	69,000	77,000	85,000
Mar. 4	53,000	60,500	68,000
Mar. 5	55,000	45,500	50,500

## LIVESTOCK PRICES AT INDIANAPOLIS

Livestock prices at Indianapolis on Wednesday, Mar. 5 were as follows:

**CATTLE:** Cwt.  
Steers, choice .... \$28.00@30.00  
Steers, gd. & ch. .... 24.00@28.00  
Heifers, gd. & ch. .... 23.50@27.00  
Cows, util. & com'l. .... 17.00@19.00  
Cows, can. & cut. .... 12.50@17.00  
Bulls, util. & com'l. .... 19.50@21.50  
Bulls, can. & cut. .... 17.00@19.50  
**VEALERS:**  
Choice & prime .... 31.00@32.00  
Good & choice .... 24.00@31.00  
Calves, util. & gd. .... 17.00@23.00  
**HOGS, U.S. No. 1-3:**  
140/160 lbs. .... 16.75@18.25  
160/180 lbs. .... 18.25@20.75  
180/200 lbs. .... 20.25@21.25  
200/220 lbs. .... 20.50@21.25  
220/240 lbs. .... 20.25@21.00  
240/270 lbs. .... 20.00@20.60  
270/300 lbs. .... 19.50@20.00  
Sows, U.S. No. 1-3:  
180/330 lbs. .... 18.50@19.50  
330/450 lbs. .... 18.00@19.00  
**LAMBS:**  
Good & choice .... 22.25@24.25  
Utility & good .... 18.00@22.25

## WEEKLY INSPECTED SLAUGHTER

Slaughter of livestock at major centers during the week ended Mar. 1, 1958 (totals compared) was reported by the U. S. Department of Agriculture as follows:

	Cattle	Calves	Hogs	Sheep & Lambs
Boston, New York City Area <sup>1</sup>	12,491	10,388	67,227	35,894
Baltimore, Philadelphia	7,818	1,480	30,788	4,466
Cin., Cleve., Detroit, Indpls.	18,365	8,850	119,154	12,340
Chicago Area	21,117	10,965	50,000	4,169
St. Paul-Wis. Areas <sup>2</sup>	29,856	30,862	93,320	13,288
St. Louis Area <sup>3</sup>	11,543	2,952	68,313	4,553
Sioux City-So. Dak. Area <sup>4</sup>	17,609	...	51,632	15,144
Omaha Area <sup>5</sup>	30,304	401	65,403	15,546
Kansas City	11,135	1,428	23,024	6,413
Iowa-So. Minnesota <sup>6</sup>	25,738	14,503	219,124	28,554
Louisville, Evansville, Nashville, Memphis	9,505	7,652	59,328	...
Georgia-Alabama Area <sup>7</sup>	4,959	2,409	27,863	...
St. Joseph, Wichita, Okla. City	17,023	1,795	30,962	8,454
Ft. Worth, Dallas, San Antonio	8,437	4,623	17,071	...
Denver, Ogden, Salt Lake City	16,933	418	15,116	28,416
Los Angeles, San Fran. Areas <sup>8</sup>	21,379	3,010	22,733	26,379
Portland, Seattle, Spokane	5,434	296	12,268	2,853
Grand totals	269,706	102,632	972,306	219,133
Totals same week 1957	319,315	105,666	1,166,635	245,070

<sup>1</sup>Includes Brooklyn, Newark and Jersey City. <sup>2</sup>Includes St. Paul, So. St. Paul, Minn., and Madison, Milwaukee, Green Bay, Wis. <sup>3</sup>Includes St. Louis National Stockyards, E. St. Louis, Ill., and St. Louis, Mo. <sup>4</sup>Includes Sioux Falls, Huron, Mitchell, Madison, and Watertown, S. Dak. <sup>5</sup>Includes Lincoln and Fremont, Neb., and Glenwood, Iowa. <sup>6</sup>Includes Albert Lea, Austin and Winona, Minn., Cedar Rapids, Davenport, Mason City, Ottumwa, Postville, Storm Lake and Waterloo, Iowa. <sup>7</sup>Includes Birmingham, Dothan, and Montgomery, Ala., Albany, Atlanta, Moultrie, Thomasville and Tifton, Ga. <sup>8</sup>Includes Los Angeles, San Francisco, So. San Francisco, San Jose and Vallejo, Calif.

## LIVESTOCK PRICES AT 11 CANADIAN MARKETS

Average prices per cwt. paid for specific grades of steers, calves, hogs, and lambs at 11 leading markets in Canada during the week ended Feb. 22 compared with the same week in 1957 was reported to the Provisioner by the Canadian Department of Agriculture as follows:

Stockyards	GOOD STEERS All Weights		VEAL CALVES Good and Choice		HOGS* Grade B <sup>1</sup> Dressed		LAMBS Good Handyweights	
	1958	1957	1958	1957	1958	1957	1958	1957
Toronto	\$21.80	\$18.50	\$36.37	\$27.50	\$30.00	\$33.01	\$24.25	\$22.21
Montreal	21.30	19.00	31.10	25.00	30.40	32.45	19.50	19.59
Winnipeg	20.75	17.75	32.00	27.00	27.66	31.75	21.00	18.27
Calgary	20.15	16.99	23.65	18.63	26.90	28.75	19.90	18.54
Edmonton	18.90	16.00	26.00	24.50	27.55	29.40	21.00	19.63
Lethbridge	19.75	16.75	21.50	16.50	27.05	28.50	20.00	18.75
Pr. Albert	19.25	16.00	24.50	20.25	26.25	30.00	19.75	...
Moose Jaw	19.00	16.00	24.00	20.75	26.15	30.00	20.00	...
Saskatoon	19.60	16.50	26.00	25.00	26.25	30.00	21.00	17.50
Regina	19.00	16.15	26.00	22.00	26.20	30.00	19.55	17.75
Vancouver	...	...	22.25	19.00	...	...	...	...

\*Canadian government quality premium not included.

## SOUTHERN RECEIPTS

Receipts of livestock at six southern packing plant stockyards located in Albany, Moultrie, Thomasville, Tifton, Georgia; Dothan, Alabama and Jacksonville, Florida during the week ended February 28:

	Cattle	Calves	Hogs
Week ended February 28	1,944	1,001	13,459
Week previous (five days)	2,312	898	13,285
Corresponding week last year	2,728	959	19,465

## LIVESTOCK PRICES AT ST. JOSEPH

Livestock prices at St. Joseph on Wednesday, Mar. 5 were as follows:

**CATTLE:** Cwt.  
Steers, choice .... \$27.00@28.75  
Steers, gd. & ch. .... 24.25@27.75  
Heifers, gd. & ch. .... 23.50@27.00  
Cows, util. & com'l. .... 17.00@19.75  
Cows, can. & cut. .... 14.00@17.00  
Bulls, util. & com'l. .... 19.00@20.50  
**VEALERS:**  
Good & choice .... 23.00@28.00  
Calves, gd. & ch. .... 25.00@26.00  
**HOGS, U.S. No. 1-3:**  
180/200 lbs. .... 20.50@21.50  
200/220 lbs. .... 20.50@21.60  
220/240 lbs. .... 20.50@21.50  
240/270 lbs. .... 20.00@21.00  
Sows, U.S. No. 1-3:  
270/400 lbs. .... 18.50@19.25  
**LAMBS:**  
Good & choice .... 23.00@23.75  
Utility & good .... 21.50 only

## LIVESTOCK PRICES AT SIOUX CITY

Livestock prices at Sioux City on Wednesday, Mar. 5 were as follows:

**CATTLE:** Cwt.  
Steers, prime .... \$30.50@35.00  
Steers, choice .... 26.50@31.00  
Steers, good .... 23.00@27.00  
Heifers, ch. & pr. .... 25.00@28.50  
Cows, util. & com'l. .... 16.25@19.00  
Cows, can. & cut. .... 14.00@16.00  
Bulls, cutt. & com'l. .... 18.50@22.00  
Bulls (good, beef). None quoted  
**HOGS, U.S. No. 1-3:**  
180/200 lbs. .... 20.50@21.00  
200/220 lbs. .... 20.50@21.25  
220/240 lbs. .... 20.50@21.25  
240/270 lbs. .... 20.00@20.75  
Sows, U.S. No. 1-3:  
300/360 lbs. .... 19.00@19.50  
360/450 lbs. .... 18.25@19.25  
**LAMBS:**  
Choice & prime .... 21.25@23.50  
Good .... 20.00@23.00

## SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER showing the number of livestock slaughtered at 13 centers for the week ended March 1, 1958, compared:

CATTLE			
	Week ended	Prev. week	Cor.
	Mar. 1 week	1957	
Chicago...	19,444	19,191	23,181
Kan. City...	11,280	13,465	15,021
Omaha...	24,167	25,633	29,366
N. S. Yards...	6,967	6,485	9,023
St. Joseph...	10,231	12,199	10,588
St. Paul...	10,966	13,788	
Wichita...	3,021	2,798	4,325
New York & Jer. City...	12,491	11,198	14,164
Okl. City...	5,105	5,842	7,039
Cincinnati...	3,582	4,142	4,100
Denver...	14,760	11,246	11,986
St. Paul...	12,978	13,235	16,371
Milwaukee...	5,773	5,290	5,683
Totals...	129,799	141,630	164,605

HOGS			
	Week ended	Prev. week	Cor.
	Mar. 1 week	1957	
Chicago...	28,947	23,077	20,970
Kan. City...	11,991	11,096	15,934
Omaha...	35,296	38,792	59,012
N. S. Yards...	25,997	27,995	
St. Joseph...	20,512	21,407	28,215
St. Paul...	21,348	19,207	
Wichita...	10,114	9,678	9,421
New York & Jer. City...	52,227	45,207	66,365
Okl. City...	9,755	10,264	13,538
Cincinnati...	10,323	11,024	14,443
Denver...	7,745	8,618	10,159
St. Paul...	38,438	34,589	41,360
Milwaukee...	4,519	3,625	4,888
Totals...	269,084	264,722	304,307

SHEEP			
	Week ended	Prev. week	Cor.
	Mar. 1 week	1957	
Chicago...	3,785	3,162	2,753
Kan. City...	5,179	7,551	5,091
Omaha...	11,796	12,607	10,295
N. S. Yards...	2,882	2,599	3,486
St. Joseph...	7,664	7,407	8,534
St. Paul...	2,507	2,557	
Wichita...	1,478	853	1,770
New York & Jer. City...	35,894	45,592	38,851
Okl. City...	1,632	1,604	4,424
Cincinnati...	378	265	
Denver...	27,555	22,573	19,757
St. Paul...	5,258	5,239	7,813
Milwaukee...	1,235	554	1,262
Totals...	104,258	112,626	106,858

\*Cattle and calves.  
†Federally inspected slaughter, including directs.  
‡Stockyards sales for local slaughter. §Stockyards receipts for local slaughter, including directs.

## CANADIAN KILL

Inspected slaughter of livestock in Canada for week ended Feb. 22:

	Week ended	Same week
	Feb. 22	1957
CATTLE		
Western Canada...	17,719	17,020
Eastern Canada...	15,460	16,489
Totals...	33,179	33,509

HOGS		
Western Canada...	54,575	42,915
Eastern Canada...	44,879	57,789
Totals...	99,454	100,704

SHEEP		
Western Canada...	2,834	3,091
Eastern Canada...	2,731	3,295
Totals...	5,565	6,386

## NEW YORK RECEIPTS

Receipts of salable livestock at Jersey City and 41st st., New York market for week ended Mar. 1:

Cattle Calves Hogs* Sheep			
	Salable	Total (incl. directs)	Prev. wk.
Feb. 22	178	34	
Mar. 1	3,159	287	19,792
Mar. 8	66	15	134
Mar. 15	2,237	185	15,892
Mar. 22			8,126

\*Including hogs at 31st street.

## CHICAGO LIVESTOCK

Supplies of livestock at the Chicago Union Stockyards for current and comparative periods:

RECEIPTS			
	Cattle	Calves	Hogs
Feb. 27	4,309	183	7,646
Feb. 28	1,721	55	4,897
Mar. 1	138	1	1,342
Mar. 3	15,219	137	9,253
Mar. 4	6,000	200	12,500
Mar. 5	15,000	200	10,000
*Wk. so			
far	36,219	537	31,753
Wk. ago	36,191	490	31,279
Yr. ago	42,802	960	39,501
*Including 7 cattle, 1,713 hogs and 373 sheep direct to packers.			

SHIPMENTS			
	Cattle	Calves	Hogs
Feb. 27	2,901	15	1,356
Feb. 28	777	86	1,485
Mar. 1	420	1	268
Mar. 3	4,956	1	2,122
Mar. 4	3,000	2	2,000
Mar. 5	5,000	1	1,000
Wk. so			
far	12,956	4	4,212
Wk. ago	15,485	149	4,935
Yr. ago	18,478	55	3,686

TOTAL FEBRUARY RECEIPTS			
	Cattle	Calves	Hogs
1958	164,827	194,034	261,780
1957	164,827	194,034	261,780
1956	174,144	204,780	261,780
1955	141,950	45,992	261,780

TOTAL FEBRUARY SHIPMENTS			
	Cattle	Calves	Hogs
1958	81,694	98,917	153,888
1957	81,694	98,917	153,888
1956	124,128	35,056	153,888
1955	124,128	35,056	153,888

## CHICAGO HOG PURCHASES

Supplies of hogs purchased at Chicago week ended Wed., Mar. 5:

	Week ended	Prev. week
	Mar. 5	Feb. 26
Packers' purch.	26,517	32,227
Shippers' purch.	7,955	8,177
Totals	34,472	40,404

## LIVESTOCK RECEIPTS

Receipts at 20 markets for the week ended Friday, Feb. 28, with comparisons:

	Cattle	Hogs	Sheep
Week to date	229,000	375,000	133,000
Previous week	243,000	384,000	130,000
Same wk. 1957	247,000	470,000	132,000
Totals	2,078,000	3,574,000	1,074,000
1958	2,336,000	3,980,000	1,400,000

## PACIFIC COAST LIVESTOCK

Receipts at leading Pacific Coast markets, week ended Feb. 28:

	Cattle	Calves	Hogs	Sheep
Los Ang.	4,280	135	1,675	180
N. P'tland.	2,000	285	1,625	935
San Fran.	100	10	390	10

## LIVESTOCK PRICES AT LOUISVILLE

Livestock prices at Louisville on Wednesday, Mar. 5 were as follows:

CATTLE: Cwt.		
Steers, ch. & pr.	None quoted	
Steers, gd. & ch.	\$24.50@26.00	
Steers, stand. & gd.	20.00@23.00	
Heifers, gd. & ch.	22.00@24.00	
Cows, util. & com'l.	16.00@18.50	
Cows, can. & cut.	12.50@15.50	
Bulls, util. & com'l.	19.50@21.00	
VEALERS:		
Choice & prime	29.00@30.00	
Good & choice	26.00@29.00	
Calves, gd. & ch.	20.00@25.00	
HOGS, U.S. No. 1-3:		
160/180 lbs.	None quoted	
180/200 lbs.	20.25@20.50	
200/220 lbs.	20.25@20.75	
220/240 lbs.	19.75@20.50	
240/270 lbs.	None quoted	
Sows, U.S. No. 1-3:		
300/400 lbs.	18.00 only	
450/600 lbs.	17.50@17.75	
LAMBS:		
Choice & prime	25.50@26.00	
Utility & good	18.00@24.50	

## LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five western markets on Tuesday, Mar. 4 were reported by the Agricultural Marketing Service, Livestock Division, as follows:

	N.S. Yds.	Chicago	Kansas City	Omaha	St. Paul
HOGS (Includes Bulk of Sales):					
BARROWS & GILTS:					
U.S. No. 1-3:					
120-140	lbs., \$17.75-18.75	None qtd.	None qtd.	None qtd.	None qtd.
140-160	lbs., 18.50-19.75	None qtd.	None qtd.	None qtd.	\$18.75-19.25
160-180	lbs., 19.50-20.25	\$18.00-20.00	\$19.00-20.00	\$18.25-20.00	19.00-20.25
180-200	lbs., 20.00-20.50	19.50-21.00	19.75-20.50	19.75-21.00	20.00-21.00
200-220	lbs., 20.00-20.60	20.25-21.00	20.00-20.50	20.25-21.25	19.75-21.00
220-240	lbs., 19.75-20.50	20.25-21.00	20.00-20.50	20.00-21.25	19.75-21.00
240-270	lbs., 19.50-20.50	20.10-20.60	20.00-20.25	19.75-21.00	19.25-21.00
270-300	lbs., 19.25-20.00	19.75-20.35	19.75-20.25	19.25-20.00	18.75-20.50
300-330	lbs., None qtd.	19.50-20.00	None qtd.	19.00-19.50	None qtd.
330-360	lbs., None qtd.	None qtd.	None qtd.	18.75-19.25	None qtd.
Medium:					
160-220	lbs., 19.00-19.50	17.50-20.00	18.50-19.50	None qtd.	18.50-19.25
SOWS:					
U.S. No. 1-3:					
180-270	lbs., 19.00 only	None qtd.	19.00 only	19.25 only	18.25-18.50
270-300	lbs., 19.00 only	None qtd.	18.75-19.00	19.00-19.25	18.25-18.50
300-330	lbs., 19.00 only	None qtd.	18.75-19.00	19.00-19.25	18.00-18.25
330-360	lbs., 18.75-19.50	18.75-19.25	18.25-18.75	18.75-19.00	18.00-18.25
360-400	lbs., 18.50-19.00	18.50-19.00	18.25-18.50	18.25-18.75	17.75-18.00
400-450	lbs., 18.25-18.75	18.25-18.75	18.00-18.50	18.00-18.50	17.50-17.75
450-550	lbs., 17.75-18.50	17.50-18.50	17.50-18.00	17.50-18.25	17.25-17.50
Boars & Stags,					
all wts. . .	14.25-15.00	14.00-15.00	13.50-15.00	None qtd.	None qtd.
SLAUGHTER CATTLE & CALVES:					
STEERS:					
Prime:					
700-900	lbs., None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
900-1100	lbs., None qtd.	31.00-35.00	None qtd.	30.75-33.75	29.50-32.00
1100-1300	lbs., None qtd.	33.00-36.00	None qtd.	31.00-35.00	29.50-32.00
1300-1500	lbs., None qtd.	32.00-35.00	None qtd.	30.00-32.75	29.00-31.50
Choice:					
700-900	lbs., 26.25-30.00	27.00-31.00	None qtd.	27.25-30.75	25.50-29.50
900-1100	lbs., 26.50-30.00	27.50-33.00	26.50-30.00	27.00-31.00	26.00-29.50
1100-1300	lbs., 26.50-30.00	27.50-33.00	26.25-30.00	27.00-31.00	26.00-29.50
1300-1500	lbs., 26.50-30.00	27.00-33.00	26.25-30.00	26.75-31.00	25.50-29.50
Good:					
700-900	lbs., 23.50-25.50	24.00-27.50	24.25-26.50	23.75-27.25	23.50-26.00
900-1100	lbs., 24.00-26.00	24.50-28.00	24.00-26.50	23.25-27.00	23.00-26.00
1100-1300	lbs., 24.00-26.00	24.50-28.00	24.00-26.50	23.25-26.75	23.00-26.00
Standard,					
all wts. . .	20.00-23.00	22.00-24.50	21.50-23.50	20.00-23.75	18.50-23.00
Utility,					
all wts. . .	17.00-20.00	20.00-22.00	19.50-21.50	19.00-20.00	17.00-18.50
HEIFERS:					
Prime:					
600-800	lbs., None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
800-1000	lbs., None qtd.	28.00-30.00	None qtd.	27.50-28.00	None qtd.
Choice:					
600-800	lbs., 26.00-28.00	25.00-28.25	25.50-27.00	25.50-27.50	25.50-27.50
800-1000	lbs., 25.50-28.00	25.50-28.75	25.50-27.00	25.50-27.50	25.50-27.50
Good:					
500-700	lbs., 23.00-26.00	23.00-25.50	23.00-25.50	23.00-25.50	22.50-25.50
700-900	lbs., 22.50-26.00	23.00-26.00	23.00-25.50	22.75-25.50	22.50-25.50
Standard,					
all wts. . .	19.50-23.00	20.50-23.00	20.00-23.00	19.50-23.00	17.50-22.50
Utility,					
all wts. . .	16.50-20.00	18.00-20.50	18.00-20.00	18.00-19.50	16.00-17.50
COWS:					
Commercial,					
all wts. . .	17.50-19.00	17.50-18.50	19.00-20.00	17.50-19.00	17.00-18.00
Utility,					
all wts. . .	16.50-17.50	16.25-17.50	16.50-19.00	16.25-17.75	15.50-17.00
Can. & cut.,					
all wts. . .	11.50-17.00	14.00-16.50	13.50-16.50	14.00-16.50	13.50-15.50
BULLS (Yrly. Excl.) All Weights:					
Good . . . . .	None qtd.	18.00-19.50	None qtd.	None qtd.	None qtd.
Commercial . .	20.50-21.50	21.50-22.50	19.00-21.00	20.00-21.50	17.50-19.00
Utility . . . . .	19.00-20.50	20.00-21.50	19.00-21.00	18.50-20.00	18.50-21.50
Cutter . . . . .	14.00-19.00	18.00-20.00	19.00-21.00	17.50-18.50	18.50-21.50
VEALERS, All Weights:					
Ch. & pr., . . .	26.00-31.00	29.00-34.00	27.00-28.00	29.00-30.00	28.00-30.00
Stand. & gd. .	18.00-27.00	22.00-29.00	20.00-27.00	23.00-29.00	16.00-26.00
CALVES (500 Lbs. Down):					
Ch. & pr., . . .	25.00-28.00	25.00-28.00	24.00-26.00	None qtd.	22.00-25.00
Stand. & gd. .	18.00-26.00	21.00-25.00	20.00-24.00	None qtd.	14.00-22.00
SHEEP & LAMBS:					
LAMBS (110 Lbs. Down):					
Ch. & pr., . . .	None qtd.	23.00-24.50	22.25-23.50	24.00 only	23.50-24.00
Gd. & ch., . . .	22.00-23.50	22.00-23.50	21.50-22.75	None qtd.	23.00-23.50
LAMBS (105 Lbs. Down) (Shorn):					
Ch. & pr., . . .	None qtd.	None qtd.	22.25-23.25	None qtd.	22.50-23.00
Gd. & ch., . . .	22.00-22.25	22.75 only	21.25-22.50	22.50-23.25	22.00-22.50
EWES:					
Gd. & ch., . . .	8.50-10.50	8.50-11.00	8.50-9.50	8.00-11.00	8.00-11.00
Cull & util., .	6.50-8.50	6.00-8.50	7.50-8.50	6.00-8.00	5.50-8.00

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AGGRESSIVE MAN: Age 36. Familiar with all phases of meat packer operations, production, administrative and sales. Interested in position with progressive firm. With present employer 10 years. Excellent references. Desire to re-locate, midwest or west coast preferred. W-87, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

#### MANAGER

10 years' management experience. 22 years in all phases—livestock buying, industrial engineering, processing, sales. Capable of taking full responsibility for results, any size plant. W-88, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SAUSAGE SUPERINTENDENT: Expert in all phases of sausage, cured and smoked meats. Presently employed. Available on reasonable notice. Able to take full charge of production for reliable concern. Prefer Florida gulf coast. W-89, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

ASSISTANT TO PRESIDENT: Desire position as assistant to president. Have had wide experience in every phase of packinghouse operations, including killing of all species, packaging, rendering, sausage, smoked meats, application of new equipment for cost reduction. Engineering and layout, handling labor. Now employed by large independent packer. Desire to change. Personal. Can explain. W-100, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

### POSITION WANTED

SALES: 25 years' experience in all phases. Last 10 years chain store selling, managing and training. Large account salesman. East Coast Preferred, but will move. W-101, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

CATTLE BUYER or BEEF MAN: Experience in buying, cooler and plant operations. Working knowledge of pork products. Animal Science degree. Age 33, married. W-102, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SALESMAN: Thoroughly experienced provision and canned meat salesman, good following with wholesalers and chains in metropolitan New York area. Desires change. W-103, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

SUPERVISOR: 30 years' experience—kill, cure, smoking, sausage, beef fabrication. Will relocate. References. Very capable. W-104, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SUPERINTENDENT: 30 years' experience in all departments. Will consider position as pork kill or cut foreman. Will relocate anywhere. W-105, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

BEEF MANAGER: 20 years' experience in sales, grading, fabrication, boning, costs and yields. Also thorough knowledge of pork and sausage operations and sales. W-68, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

WANTED: Supervisory position with progressive new or expanding plant. Thorough experience in all slaughtering, cutting, rendering, offal and related departments. Quality, quantity and cost conscious. W-91, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SALESMAN: Thoroughly experienced provision and canned meat salesman. Good following with wholesalers and chains in metropolitan New York area. Desires change. W-92, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

### HELP WANTED

#### ENGINEER

With all around meat plant experience and thorough knowledge of one or two operating departments. Opportunity for considerable creative effort and excellent earnings with growing organization. Send resume of experience, education, and personal qualifications to

MR. STARR PARKER, c/o Starr Parker, Inc.  
648 Orme Circle N.E. Atlanta 6, Georgia

#### MEAT SALESMAN

Man to sell fresh meat in Chicago and suburban area. Presently calling on restaurants, hotels and institutions. Does not necessarily have to be in the meat business. State qualifications. All replies held in strictest confidence. W-95, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

#### ASSISTANT SUPERINTENDENT

Progressive meat packer desires an experienced man with full knowledge of all phases of beef, pork, bacon and sausage production. Plant located in Cleveland-Toledo area. Good future and advancement. Send resume, photo and salary requirements to Box W-106, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

#### ASSISTANT FOREMAN

Kill floor foreman experienced on beef and related beef kill operations. Expanding packinghouse located in Cleveland area. Send resume, photo and salary requirements to Box W-107, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

#### CATTLE BUYER

Experienced cattle buyer wanted by midwest packer. Write stating age, past experience, references and salary expected. W-93, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

EXPERIENCED SALESMEN: With following: wanted for established line of imported meats, wholesale only. Territories—Chicago, Philadelphia, Metropolitan New York and New Jersey. W-94, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

BEEF KILL FOREMAN: Thoroughly experienced man required for growing mid-west packer. Experience on Can-Pak desirable but not essential. Knowledge of all jobs and ability to train and work with men essential. W-96, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

# CLASSIFIED ADVERTISING

## PLANTS FOR SALE

### FOR SALE

#### SMALL MEAT PACKING PLANT

Fully equipped ready to operate grinders, mixers, sausage equipment, motors, scales, power saws, truck in all coolers and rooms, track scales, smoke houses, boilers, dehaler, walk in deep freeze, feed lot, out buildings, miscellaneous equipment, two refrigerated truck boxes, complete one truck, ten acres land, modern home, city water and power of the best. Priced to sell immediately. Price \$28,750.00, terms. Must see to appreciate.  
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A Marvelous opportunity for a good sound business man. Not necessarily a butcher. Old established wholesale and retail meat market and locker plant in fast growing community of 50 to 60,000 population. No other competition. Owner retiring. Good terms to right party. For more information call collect

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EVENINGS & SUNDAYS—Palace 4-4583,  
person to person to  
JAMES ARMSTRONG, VISTA, CALIFORNIA

### FOR SALE or LEASE

Due to ill health, owner wishes to lease or sell beef packinghouse, fully equipped, one floor, located in the heart of the meat industry of Detroit, Michigan. Most modern plant in state of Michigan. Plant capacity for slaughtering, 1200 or more cattle weekly. Federal inspection approval if requested. Immediate possession. FS-488, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

PACKING HOUSE FOR SALE: Retail market in front of plant, large modern killing floor, smoke house, 2 coolers, new 20 H.P. boiler. Doing a nice business. Must sell because of health. Small down payment and long terms. Write HERBERT L. JACKSON, R. R. #4, Frankfort, Indiana.

FORCED TO SELL: Packing plant, to pay debts of deceased owner. Asking price reduced to \$30,-000.00. Includes building, lots and machinery complete. Call or write.

BACHMAN, PATTIE & HINSHAW  
Security Bank Building Marshalltown, Iowa

SAUSAGE PLANT: 70 years of quality meat products. Family owned sausage plant and fully equipped hog slaughter house. Excellent reputation in central Massachusetts area. Potential to triple volume with modern scientific management. FS-110, THE NATIONAL PROVISIONER, 327 Madison Ave., New York 22, N. Y.

MODERNLY EQUIPPED: 50' x 65' meat plant for restaurant supply, branch house, portion control, retail, etc. Tracked cooler 25' x 50', freezer 50,000 lb. capacity. Retail store 25' x 65'.

### GIANT MEAT SUPPLY

12695 W. Dixie Hwy. North Miami, Florida

SMALL PACKING PLANT: Fully equipped including sausage kitchen. Will sell, lease or invest for share of profits. FS-108, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

## MISCELLANEOUS

WANTED: Prominent New York Kosher provision manufacturer desires jobbers or wholesalers for Pittsburgh, Cleveland and Detroit. Must have satisfactory references. W-86, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

DO YOU WISH TO SHIP: Cut pork products to New York City wholesalers? Can book from 3 to 5 LCL cars or trailers over provisioner on cut product and offal. Also green skinned hams, bellies, etc. Contact Box #W-97, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

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## EQUIPMENT WANTED

### LAUNDRY WASHING MACHINES NEW or USED

Must have stainless steel or monel inner and outer shell. Write: SIEGEL-WELLER PACKING Co., 4335 McDowell Ave., Chicago 9, Ill.

WANTED: A #226 Cameron closing machine, with automatic cover feed. State age, condition and price. Address Box EW-112, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

## EQUIPMENT FOR SALE

### ANDERSON EXPELLERS

★ All Models, Rebuilt, Guaranteed ★  
We Lease Expellers  
PITTOCK & ASSOCIATES, Glen Riddle, Penna.

1—200# Buffalo Sausage Stuffer without valves, good condition—price \$675.00.

1—300# Buffalo Sausage Stuffer without valves, good condition—price \$775.00

Both are priced F.O.B. Clarksville, Tennessee. Address all inquiries to Frosty Morn Meats, Clarksville, Tennessee.

FOR SALE: 1 #65-X Silent Cutter (good as new) complete with a 50 H.P. 3 phase, 60 cycle, 220 volt motor serial #6007 furnished with overside unloader and motor for 3 phase, 60 cycle, 220 volts. This cutter is less than three (3) years old and used actually only 2000 hours of chopping time. FS-100, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

### MEAT SAMPLING KNIVES FOR ADVERTISING AND GIFT USE

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Write for details on a specific problem

### KIWI CODERS CORPORATION

4087 N. Kedzie Ave. Chicago 18, Ill.

FOR SALE: 200# Randall Stuffer with valves. In A-1 condition. Inquire KRESS PACKING CO. INC., Box 204, Waterloo, Wisconsin.

## MISCELLANEOUS

BUY LADIES NYLON HOSIERY WHOLESALE. Finest quality. Write for price list. KERR COMPANY, 2461-P North Clark St., Chicago 14, Ill.

WANTED: 50 lb. tins lard and vegetable oil shortening to sell in South Jersey. W-88, THE NATIONAL PROVISIONER, 527 Madison Ave., New York 22, N. Y.

### COOLER FOR SALE

LIKE NEW. Portable, 30 feet long by 12 feet wide, 7 1/2 feet high. Write to Lee Froehlich, Melvin, Illinois.

### DUTCH IMPORTER

WANTS TO BUY FROZEN BEEF LIVERS

Regular and select. Direct offers for carloads, indicating shipment. Address Box W-111, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

# BARLIANT'S WEEKLY SPECIALS

### Sausage & Bacon

9953—CHUB WASHER: mdl. "C", ser. #1010, 1 yr. old, with labeler ea. \$3,950.00  
9803—BACON FORMING PRESS: Anco #800, 7 1/2 HP, push button controls & safety levers \$2,975.00  
9354—HYDRAMATIC SLICER: Anco #832, for luncheon meats, latest style \$2,750.00  
9868—CURING MACHINE: Boss #247 Permeator, late model, A-1 condition \$1,525.00  
9882—JOURDAN COOKERS: (3) stainless steel, 9' x 6 1/2' x 5 3/4" wide, w/Wesco Pumps, Overhead Sprays, Temp. Indicators ea. \$750.00  
9590—BACON SLICER: U.S. HD. #3, ser. #446, stainless steel sides, shingling conv. 75" long \$950.00  
9758—STUFFER: Anco 5002#, w/valves \$1,250.00  
8823—STUFFER: Boss 400# cap., reconditioned, w/valves, new gaskets, A-1 condition \$900.00  
9165—STUFFER: Globe 200#, with stuffing valves & air piping, ready to be placed in operation \$725.00  
9743—VACUUM MIXER: Buffalo 4A, reconditioned, with 10 HP motor \$1,250.00  
9488—GRINDER: Boss, with brand new Buffalo 648 Heavy Duty bowl & worm, 8 1/2" plates, 25 HP, motor, excellent condition \$1,000.00  
9954—GRINDERS: (2) Anco #746, 8 1/2" plates, less 40 HP motors ea. \$895.00  
9654—GRINDER: Boss #161, 10 HP, extra knives & plates, little used \$750.00  
9626—STICK WASHER: 42 1/2" x 30" cyl., 1" perforations, 1 1/2 HP. mtr., for 42" sticks \$625.00  
9548—WIENER TABLES: (2) all stainless steel, "D" shape, 72" x 42" x 39" 55 pipe legs ea. \$115.00  
9847—UTILITY TRUCKS: (25) similar St. John #71, galv., inside 50" x 20" x 18" deep, 14" Aerol-Seal wheels, 6" swivel, A-1 cond. ea. \$70.00  
9955—BUTT STUFFER: Interstate, automatic \$95.00  
9753—HAM MOLDS: (176) Adelmann Ham Boiler Corp., stainless steel, with covers:  
81—#20-G, 12" x 5 1/2" x 5 1/2" ea. \$13.50  
30—#20-E, 12 1/4" x 6 1/2" x 5 1/2" ea. \$13.50  
65—#20-E, 12" x 4 1/2" x 5 1/2" ea. \$13.50  
9662—HAM MOLDS: (835) Globe Hoy, stainless steel, with covers, like new springs, excel. cond.:  
100—#208, 8 lbs., 11" x 5 1/2" x 4 1/2" ea. \$13.25  
300—#112, 11 lbs., 11" x 5" x 5" ea. \$13.25  
135—#113, 10 lbs., 12" x 5 1/2" x 5 1/2" ea. \$13.25  
250—#114, 12 lbs., 12" x 6 1/2" x 5 1/2" ea. \$13.25  
50—#216, 15 lbs., 12 1/4" x 6 1/2" x 5 1/2" ea. \$13.25  
9838—LOAF MOLDS: (200) Globe Hoy #64-S, stainless steel, with covers, 10" x 4 1/2" x 4 1/2" ea. \$7.50

### Rendering & Lard

9851—COOKERS: (2) Boss 5' x 9'8", 25 HP. gear-head motor, new paddles ea. \$2,250.00  
9810—HYDRAULIC PRESS: Anco #614, 150 ton, 20" x 30" curb, w/Anco #152 Pump \$1,750.00  
9866—EXPELLER: Andersen RB, 15 HP. Bids requested  
9874—LARD VOTATOR: Girdler mdl. L-51-A, used only 6 mos., like new cond. \$3,950.00  
9728—HOGS: Motts & Merrill #15 CRD, 18" x 20" opening, 75 HP., completely rebuilt \$2,250.00  
8493—KETTLES: Groom, 40 gal., New, never-used, in original crates, steam jacketed, stainless clad, w/cover & valves ea. \$175.00

### Miscellaneous

9944—BLOOD DRYERS: (4) 5' x 16', with 40 HP. motors & starters Bids requested  
9945—COOKER: 5' x 16', built for internal pressure Bids requested  
9946—CONVEYOR TABLE: Globe, 30' long stainless top 5'4 1/2" wide, 34" high, w/mtr. & controls \$2,500.00  
9947—AITCH BONE CUTTER: Globe "Can-Pac" Pneumatic \$1,000.00  
9948—TONGUE WASHER: St. John, New. \$400.00  
9949—BEEF LIVER RACKS: (20) Globe type "A", 51 hooks/rack, 10'2" floor to ceiling, 6' wide. Each \$75.00  
9950—TRIPE COOKING BASKETS: (4) stainless steel, 40" x 48" x 30" D., 8 gal., 1" perf. New. ea. \$225.00  
9951—TRIPE WASHER: Allerton, stainless steel drainage pan Bids requested  
9952—DOG FOOD FILLER: Elgin 12 pocket, for 300 x 407 cent, rebuilt \$1,950.00

Now in stock—New B.A.I. Steel Lockers  
15" wide, 18" deep, 60" high, with sloping top, seat brackets, 16" high legs, padlock attachment.  
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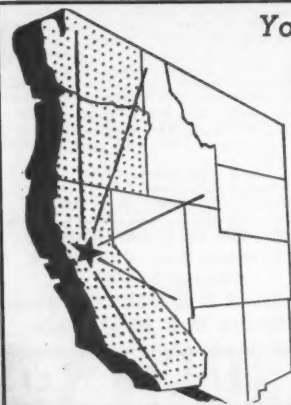
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## PROVISIONER "APPROVED" BOOKS

The books listed below are selected from a number of sources. In the opinion of the editors of The National Provisioner they are factual, practical and worthwhile—and are approved and recommended accordingly.

### MEAT SLAUGHTERING AND PROCESSING

Contains information helpful to small slaughterer or locker plant operator interested in killing and meat processing. Discusses: fundamentals; plant location and construction; beef slaughter and by-products; hog slaughter; inedible rendering, casing processing; lard rendering; track installations; curing; smoking and sausage manufacture.

Price .....\$1.

### PRODUCTIVITY AND COST REDUCTION IN THE MEAT INDUSTRY

Deals with productivity and efficiency, man-hour and unit labor cost; plant layout and materials handling; incentives and work simplification; motion and time study and job evaluation; cost control; quality control; industrial engineering; productivity in hog and cattle killing; productivity in boning and the sausage kitchen; canning; efficiency in order assembly, etc.

Price .....\$5.50

### FREEZING PRESERVATION OF FOODS

Covers all frozen foods comprehensively. Includes principles of refrigeration, storage, quick freezing, packaging materials and problems; specific comment on preparation and freezing of meats, poultry, fish, other items. Complete discussion through marketing, cooking, serving, transportation. 31 chapters, 282 pictures. 1214 pages.

Price .....\$18.00

### HIDES & SKINS

A comprehensive work on rawstock for leather, covering tannin, curing, shipping and handling of hides and skins; these subjects are discussed by experts in packinghouse hide operations, chemists, tanners, brokers and others based on lectures sponsored by National Hide Association. Jacobsen Publishing Co.

Price .....\$8.75

### MEAT PACKING PLANT SUPERINTENDENCY

General summary of plant operations not covered in Institute books on specific subjects. Discusses plant locations, construction, maintenance, power plant, refrigeration, insurance, operation controls, personnel controls, incentive plans, time keeping, safety.

Price .....\$4.50

### ACCOUNTING FOR A MEAT PACKING BUSINESS

Designed primarily for smaller firms which have not developed multiple departmental divisions. Discusses uses of accounting in management, cost figuring, accounting for sales.

Price .....\$4.50

### PORK OPERATIONS

A technical description of all pork operations from slaughtering through cutting, curing smoking, and the processing of lard, casings and by-products. Institute of Meat Packing.

Price .....\$4.50

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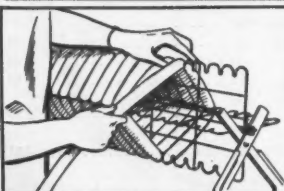
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THE NATIONAL



# Provisioner

VOLUME 138

MARCH 8, 1958

NUMBER 10

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## EDITORIAL STAFF

EDWARD R. SWEM, Vice President and Editor  
GREGORY PIETRASZEK, Technical Editor  
BETTY STEVENS, Associate Editor  
GUST HILL, Market Editor

## ADVERTISING DEPARTMENT

15 W. Huron St., Chicago 10, Ill.  
Telephone: WHitehall 4-3380

ROBERT J. CLARK, Advertising Manager  
CHARLES W. REYNOLDS JOHN W. DUNNING  
WILLIAM K. MURRAY

MARY JABSEN, Production Manager  
ROBERT T. WALKER and GARDINER L. WINKLE,  
New York Representatives

527 Madison Avenue (22) Tel. ELdorado 5-8663

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DUnkirk 7-5391

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Houston: 3217 Montrose Blvd., (6)

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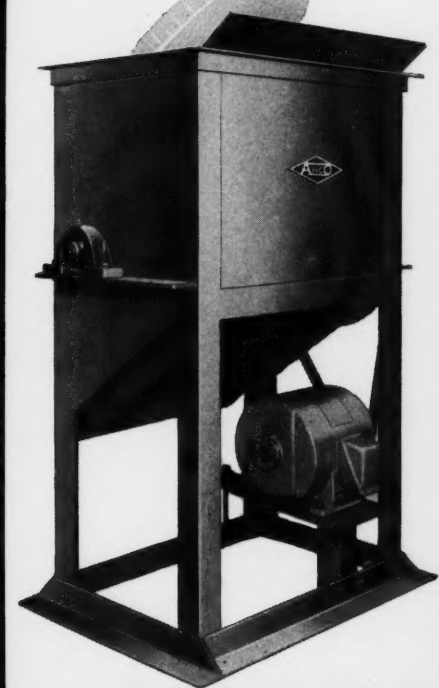
No. 1041

## CRACKLING CAKE BREAKER

*Saves* LABOR — WEAR AND TEAR ON MILLS

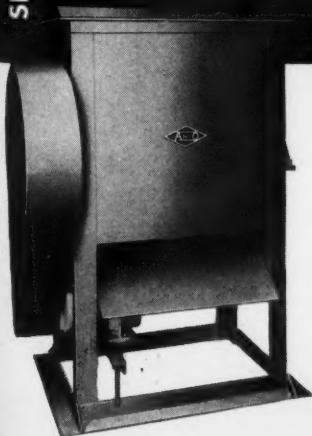
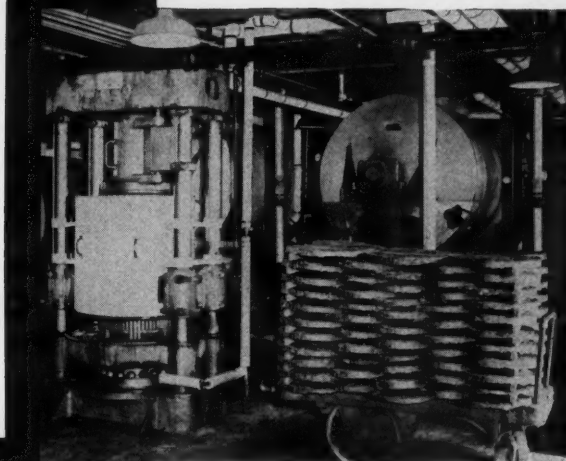
LOW MAINTENANCE COST!

SIMPLE CONSTRUCTION AND V-BELT DRIVE INSURES



This inexpensive machine is another example of ANCO Engineering ability to help you in the grinding and sacking of meat scraps. It is of all welded steel construction.

Breaker bars and knives are Stellite covered to insure long wear.



DISCHARGE

Capacity ..... 4 Cakes Per Min.  
Hopper Opening ..... 17" x 28"  
Clearance Between Breaker Bars . . . 2 1/4"  
Motor ..... 5 HP, 1800 RPM  
Overall Height ..... 51"  
Floor Space ..... 37" x 23"  
Skidded Weight ..... 590 Lbs.

**THE ALLBRIGHT-NELL CO.**

5323 S. WESTERN BLVD., CHICAGO 9, ILLINOIS

# Jamison announces flexidor\*...

## NEW flexible batten door



*All-neoprene batten door designed for use with power trucks*

Flexidor is light and resilient to absorb and dissipate the shock of impact; reinforced door noses add strength, prevent buckling or wrap around on impact. Free-swinging door suspension provides minimum impact resistance. Jamison two-way gravity cam hinges assure fast closing.

Flexidor is available in a full range of sizes for use in new construction or to replace rigid battens. Complete information is available from the Jamison Cold Storage Door Co., Hagerstown, Md.

*More JAMISON Doors are used by more people than any other Cold Storage Door in the world.*

# **JAMISON**

**COLD STORAGE DOORS**

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